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1916

THE Roses of New Castle



"Our Sensational New Hardy Bush Rose"
YELLOW JEANNETTE HELLER
"Souv. de E. Guillard"

HELLER BROTHERS CO.

EXCLUSIVE GROWERS OF AMERICAS BEST ROSES
NEW CASTLE INDIANA

The Superb, Hardy, Everblooming COCHET ROSES



Red
Maman Cochet
(Helen Gould)

Yellow
Maman Cochet

White
Maman Cochet

Crimson
Maman Cochet
(Etoile de France)

Pink
Maman Cochet

SPECIAL OFFER

For 65c we will send by parcels post one each of these 5 Cochet Roses in strong, first size plants. Still larger size, 5 in all for 90c. The collection of 5 in strong two-year-old plants by express for \$1.65, all on own roots, and safe arrival guaranteed



P. J. Lynch, Owner.
Heller Bros. Co.
Hoosier Rose Co.

I Do That Which No Other Man Has Ever Done

READ
THIS PAGE
CAREFULLY

Four years ago we built the most modern Rose growing establishment in the world. Surrounded by broad acres of the richest Rose growing soil in America and after a lifetime spent "among the Roses" this vast enterprise has done what I said it would do—it has increased our output so enormously that I am able to do that which no other man has

ever done in this business—allow 20 per cent discount from all prices in this book, prepay all express charges to any point in the U. S. A., guarantee safe arrival and satisfaction or cheerfully refund the money upon demand, and in addition to this to give a strong plant of a grand new Rose free with every order for \$1.00 or more, provided you want a free plant.

I Pay All Shipping Charges

To All Points in the U. S. A.

These wonderful offers will make this the greatest plant sale of all history. Think of it! We bring this vast Rose growing enterprise to your very door. You are just the same as our neighbor. Your patronage, your loyalty, your kind words and confidence have made us "the

largest producers in America of high grade own-root Rose plants." As far as we dare go we will share our good fortune with you.

Make up your order immediately. Do not delay. We take all the risk—you take none. You buy under a strict guarantee.

Give a Great New Rose Free With Every Order

If it amounts to \$1 or more, Provided you want it and Ask for it—Otherwise the FREE Rose-bush will not be sent

And Lastly 20 PER CENT OR 1-5 OFF OF ALL PRICES

In this book except as noted. For instance your order totals \$5, send us \$4 in money or select additional goods to the amount of \$1—making \$6 worth of goods for \$5.

Guarantee Safe Arrival and Satisfaction

of All Shipments or Money Refunded Upon Demand

Remember, you have my personal guarantee back of any order, no matter how small you may send us. Not only do I guarantee the safe arrival of all goods in a satisfactory condition, but absolutely satisfactory in every way, or your money will be refunded without argument. Don't make a mistake by planting too

early. April, May and June, according to your location, as a rule, is the safest time to set out our pot-grown plants, as they continue to grow vigorously and bloom profusely the same as if they had not been transplanted.

Sincerely yours,

These remarkable offers 20 percent discount, FREE ROSE, and free delivery holds good until July 15, 1916.

New Castle, Indiana.

"We received the two-year-old Rose plants you sent this summer, after having sent one-year-old plants by mistake, and wish to say they have all bloomed and are perfectly grand Roses. We take great pleasure in showing them to people and telling where we bought them and how honorably you dealt with us. We can and will recommend your Roses at every opportunity.—MRS. J. W. THOMAS, Buffalo, N. Y.

We Break All Low Price

One Fifth Off
EXPRESS PREPAID

Records

20 % Discount
EXPRESS PREPAID

"The Roses of New Castle" are the best grown and most famous Rose plants in America. We have the best equipped, the most modern Rose growing establishment in the world. The production has reached its highest efficiency in both quality and quantity. We propose to move this immense stock and make it possible for you to have beautiful Roses in glorious abundance in your yard or garden **this year**, hence while our stock lasts **every price in this book, except where noted, is cut 20 per cent.** This is the most extraordinary offer ever made. In addition to this wholesale discount we prepay all shipping charges whether by mail or express. See the guarantee below under which you buy.

PRESIDENT
W. M. PENCE
VICE PRESIDENTS
O. C. SAFFELL
H. E. JENNINGS
CASHIER
THOMAS B. MILLIKAN
ASSISTANT CASHIERS
FRANK PENCE
JOHN R. MILLIKAN

BANK NUMBER THREE

THE CITIZENS STATE BANK

ORGANIZED IN 1873

CAPITAL & SURPLUS \$ 200,000.00

NEW CASTLE, IND.

TO WHOM IT MAY CONCERN:

Mr. P. J. Lynch, the owner of our large Rose growing establishment here, has done a large business with this bank for many years. He has a model Rose growing establishment and he stands high in the business community as a man of good character, doing an extensive nation-wide business. His dealings with us have always been with the strictest integrity, and we recommend him to the business public as an honorable upright business man, whose guarantee may be relied upon at all times.

CITIZENS' STATE BANK,

T. B. MILLIKAN, Cashier.

April, May, June and July are Ideal Months for Rose Planting

This book will reach you about the opening of the planting season. More Roses are lost by planting too early than all other causes combined. Plant Roses at "corn-planting time," when the ground is in proper condition, and our big, lusty, vigorous plants will take hold in their new surroundings and thrive in a way marvelous to behold. Remember, our Rose bushes are all on their own roots, and all growing in pots, and when transplanted in your garden they keep right on growing without being checked. Within a very short time you can have Roses blooming in your yard or garden in glorious abundance. But make out your order at once—time is slipping by—and receive for your money the best, most vigorous, the handsomest Rose bushes ever grown. Orders booked ahead for delivery when wanted. Order early. The demand will be great and we will fill orders in strict rotation. Order now, without delay.

Remit by Bank Draft, Post Office or Express Money Order, Check or Registered Letter. Complaints must be made within 10 days after arrival of goods, otherwise they will not be entertained.

Read this Guarantee

HOLD US TO IT

We guarantee absolute satisfaction or money back, and we refer you to any Bank or Commercial Agency as to our reliability. What do you say? Do we get your order or not? April, May, June or July are the months to plant our famous pot-grown Roses. They will bloom in glorious abundance for you this year. This opportunity will never come again. We want an order from you. You can not fail to succeed.

One-Fifth Off
EXPRESS PREPAID

Buy Direct

20% Discount
EXPRESS PREPAID

From the Most Modern and Best Equipped Rose-Growing Establishment in America

This discount of 20% or one-fifth off applies to every price in this book except where noted.

We pay all shipping charges. Satisfaction and safe arrival guaranteed or money back.

We grow every Rose plant we sell. We are not jobbers or commission men. We are not Nurserymen, nor do we sell our plants in Department Stores. We sell direct to the planter. The planting season for the Department Store, cold storage, dormant plant which you get in a leafless and many times lifeless condition and **never on its own roots**, is limited to March and early April, because the Nurserymen or the Department Stores have no glass houses. These plants, usually Holland grown, sold by Department Stores and Nursery agents, are as a rule a delusion and a snare. No one is responsible, neither the store that sells them nor the man in Holland over three thousand miles away who sold them to the store keeper or the Nurseryman.

With our immense new equipment we grow Roses in Nature's own way. We do all the experimenting and take all the losses. **The plants are now lusty and vigorous and growing larger continuously in large crocks or pots. They are in full foliage and in many cases in bloom when you get them.** We wrap in water-proof paper and ship anywhere in the United States and guarantee safe arrival and satisfaction or money back. Ask the Department Store salesman or Nursery agent for a guarantee of this kind and note the answer. We are the only concern in America doing business under a **real guarantee.**

Plant Roses! Plant lots of them! Now, today, tonight! as the case may be, is the hour and minute to make up an order for these famous "**Roses of New Castle,**" and after you have had them one month you will say that no money that you have ever spent in your lifetime has given you so much pleasure as that which you will send us. Liberality and personal attention to all orders, whether large or small, and our unqualified guarantee that we will please you, together with this wonderful cut in prices of 20 per cent from every price in this book except where noted, we think is the greatest achievement in advancing the love of Roses that has ever been accomplished in America by any firm, in any time. Will you let the opportunity go by or will you send your order now? These prices will probably never be made again and they hold good only until July 15th, and thereafter this discount is no longer good.

We unqualifiedly recommend planting our Roses during April, May, June and July, whenever the conditions are right with you for planting.

The Expert Says: "OWN ROOT Roses are the Best for Planting."

By PERLEY A. HILL.

Secretary Amateur Gardeners' Association, Salt Lake City, Utah.

Most Roses furnished by dealers are "own root," or "low budded" stock. "Own root" Roses are struck from cuttings and after development are "potted off" and kept in cool greenhouses, then sold with ball of earth attached. **These are the best for planting, because they are alive and growing at the time of purchase, which insures immediate results.** These Roses are sold by Eastern dealers in 1, 2 and 3-year-old grades, ranging in prices usually one-year 25c, two-year 40c, three-year 75c, with the express added. One-year stock is best to buy, and should be planted in beds twelve inches apart, and after the second year remove every other one. Beds should be well-drained and composed of good garden soil, deeply dug and heavily mulched with well-rotted cow manure, and for best results

exposed to full sun. These Roses are safest for the amateur to plant, as there is no root disturbance, the ball of earth merely being tamped in its bed two inches below ground level.

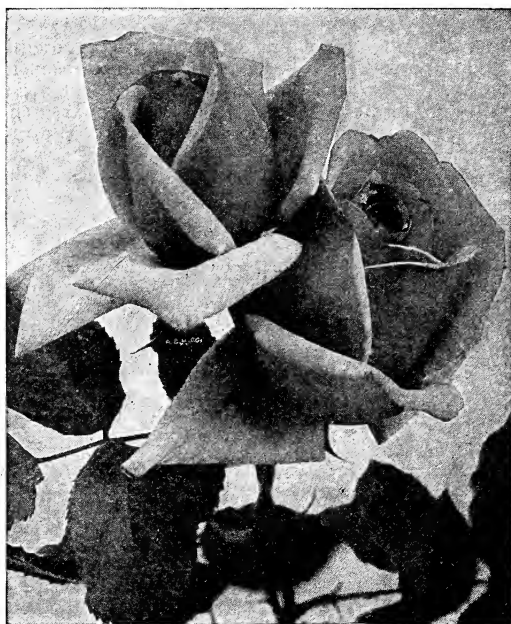
Roses like a well-drained soil with a little clay. Roses do better in beds. Roses like full sunshine, a free circulation of air in summer and protection from cold wind in winter. Roses should never touch any other variety of plant, either with root or branch. A heavy pressure of water should never be used on Roses. Ground bone meal and well-rotted cow manure are excellent food for Roses. Bear in mind that Rose beds should be kept free of weeds, and especially grass and there should be at least ten inches space between bush and grass border.

Great "SURPRISE" Collection

**Greatest Value for the Least Outlay Ever
Offered by Any Reputable Rose Grower**

**\$2.50 Twelve Splendid
2-year-old Roses**

**We Pay All Express Charges
No Discount Allowed on This Offer**



Pink Killarney Roses.

Never before has there been such a world-wide movement toward more beautiful home surroundings. It seems as if **everybody** wants Roses in the yard and garden. They add as nothing else does to the permanent beauty of the home and make for a better and more refined home atmosphere. By reason of our tremendously increased production we easily outdistance all competition **both in quality and quantity**. We must of necessity carry enormous stocks. This year our stock is not only large, but of the finest quality. Rather than carry this splendid stock over another year, we will dispose of it at a price far below cost, hence this offer. Our loss is your gain, and until the stock is exhausted, we make this marvelous offer—

**Twelve Magnificent
Two-year-old Plants**


\$2.50

All Charges Paid

This great collection of **Hardy Everblooming Roses** embraces the finest varieties in the world. All different, on their own roots, now growing in large pots or crocks, **planted from April to July**, they will last for years and commence producing their beautiful flowers **at once**, and your yard or garden will be ablaze with Roses all through the growing season if you take advantage of this rare offer **today—now**. The price of this attractive collection is wonderfully low—the returns large and dead-sure. Why then hesitate? Take our word for it, you will be satisfied with what we send you. **We guarantee safe delivery and satisfaction anywhere in the U. S. A. Money refunded if you are not satisfied.** Planting time is here.

Rhea Reid, Thousand Beauties and Pink Killarney in This Collection

We will include in this collection such Roses as **Rhea Reid**, illustrated on fourth cover page, a crimson bush Rose of extraordinary merit, hardy everywhere and everblooming; **Tausendschon** or **Thousand Beauties**, the popular climber of today, produces an abundance of beautiful pink and white flowers; **Killarney**, the magnificent pink everblooming bush Rose. These superb plants will bloom this year in marvelous abundance.

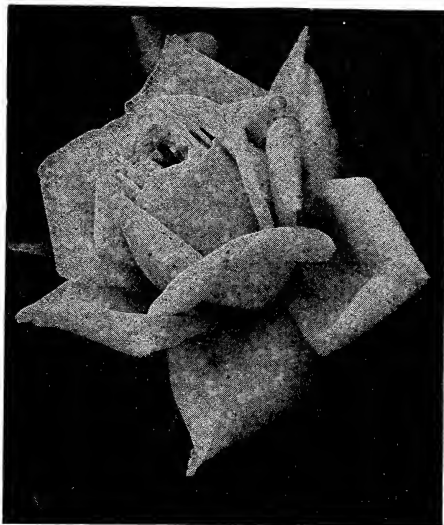
 **Order as the "Surprise" Collection.**

The Greatest Roses in the World for 8 Cents Each

The Magnificent "New Castle" Collection of Roses

Every spring we receive thousands of letters asking us to name a collection of Roses—the best kinds for general home culture. Of our vast collection the ten varieties named below are in our opinion the best garden Roses for all sections of the country. Hardiness, vigorous growth, freedom of bloom, color and beauty of flower, make them the best collection for amateur planting. They will bloom with the utmost freedom this year, and this we guarantee. No two alike. In this collection we include the magnificent Rose Jeanette Heller, in itself fully worth the price of the complete set. All labeled and sent postpaid. Safe arrival guaranteed to any point in the United States.

☛ Please order as the New Castle Collection. We stake our reputation on the merits of this collection. They will produce hundreds of flowers this year. Hardy everywhere.



The Wonderful Jeanette Heller Rose.

Ten Wonderful Hoosier Roses Postpaid for \$1.00

This price subject to 20 per cent discount.
Net Price of Collection, 80 cents.

Jeannette Heller. An exquisite blending of pinks and cream color. Extra strong, hardy and vigorous.

Pink Maman Cochet. Beautiful, large full flowers of great depth and richness; produced on long stiff stems. Fragrance enchanting; color rich, clear pink.

Jonkheer J. L. Mock. Magnificent pink Rose which is the very largest of its class.

Richmond. One of the most brilliant of all deep crimson Roses—American Beauty's chief rival.

Kaiserin Augusta Victoria. The handsomest of all cream white Roses. Very hardy and constantly in bloom.

White Maman Cochet. Vigorous as an oak. Superbly formed flowers; snow-white, sometimes faintly tinged pale blush. Always in bloom.

Washington, D. C.
This has been my Rose year, and before it ends I want to thank you for my success. I have over five dozens of your Roses in my front yard, planted this year, and have seen no others anywhere to compare with them. The highest compliments have been from the highest authorities. The Asst. Sec'y of Agriculture in a personal letter spoke of their wonderful fragrance. The Jeannette Heller is Queen of all Roses. For every dollar I have paid you I have received a hundred in gratification. When I first read your catalogue I thought you were talking pretty strong. Now I think it not strong enough.
Yours truly, F. D. HOOTON.

Climbing American Beauty. A real American Beauty, only of a climbing habit. Handsome crimson blooms.

Lady Hillingdon. A new Tea Rose. Hardy, everblooming. Rich golden yellow.

Killarney. A most beautiful, fragrant, pink garden Rose. A splendid grower. Massive flowers on long, stiff, heavy shoots. Color brilliant, sparkling shell-pink. Superb.

American Beauty. So well known, needs no description. The queen of all Roses. Superb rosy crimson flowers of immense size. Fragrance delicious.

Full descriptions of all these Roses will be found on various pages of this book.

Special Offer One each strong, vigorous plants, from pots 3 and 3½ inches in diameter, of the 10 superb Roses offered above, postpaid for \$1.00. One each (10 in all) larger size, \$2.50. The complete set in strong, two-year-old plants, on own roots, 10 in all, \$4.00, by express. The entire 10 varieties in luscious Star size plants, \$7.00, by express. All the above prices subject to 20 per cent discount—one-fifth off—and we pay all shipping charges! Can you beat it?

GREAT BARGAIN ROSE COLLECTIONS

Look at the value given in these great "Sample Collections." It seems almost like giving away stock. We want your order! Our loss is your gain. These collections are all composed of standard sorts, tried and true, and will give you an abundance of fine flowers this summer if planted during April, May, June or July. Plants are strong two-year-old stock, growing in large pots or crocks. All on own roots, no discount allowed. Prices net.

Sample Collection, \$3.50

2 Mrs. B. R. Cant, 2 year.....	\$0.80
2 Killarney, 2 year.....	1.00
2 Helen Gould, 2 year.....	.80
1 Pink Cochet, 2 year.....	.40
1 White Cochet, 2 year.....	.40
1 Jeanette Heller (new) 2 year.....	.50
1 Mme. Abel Chatenay, 2 year.....	.40
1 Crimson Rambler, 2 year.....	.40

Regular Price.....\$5.70

Sample Collection, \$2.75

2 White Cochet, 2 year.....	\$0.80
2 Baby Rambler, 2 year.....	.90
2 Mrs. B. R. Cant, 2 year.....	.80
1 Jeanette Heller (new) 2 year.....	.50
1 Alberic Barbier, 2 year.....	.40
1 Sir Thomas Lipton, 2 year.....	.45
6 Carnations (our choice).....	.50

Regular Price.....\$5.35

No discount allowed. * Prices net. We pay all the Express charges to your home.

Sample Collection, \$1.50

1 American Beauty, 2 year.....	\$0.50
1 White Cochet, 2 year.....	.40
1 Helen Gould, 2 year.....	.40
1 Golden Gate, 2 year.....	.40
1 Jeanette Heller (new) 2 year.....	.50
1 Mme. Abel Chatenay, 2 year.....	.40

Regular price.....\$2.60

Sample Collection, \$6.00

2 American Beauty, 2 year.....	\$1.00
2 Mme. Eugene Marlitt, 2 year.....	.90
2 Cardinal, 2 year.....	.90
2 Mrs. Aaron Ward, 2 year.....	1.20
2 White Cochet, 2 year.....	.80
2 Etoile de Lyon, 2 year.....	.80
2 Mrs. B. R. Cant, 2 year.....	.90
2 Lafrance, 2 year.....	.90
2 Jeanette Heller (new), 2 year.....	1.00
2 Mme. Abel Chatenay, 2 year.....	.80
1 Excelsa (Rambler), 2 year.....	.40
1 Crimscon Rambler, 2 year.....	.40

Regular Price.....\$10.00

Extraordinary Offer: Our Great Box Collection for \$1.65



Beautiful Jeanette Heller Rose.

This is the greatest value for the money ever offered—7 magnificent, new, hardy Roses, our selection, strong, vigorous two-year-old plants, on own roots, from large pots; will give immediate results.

This collection includes the famous New Rose, Jeanette Heller, the best and most beautiful hardy everblooming bush Rose in the world, and the wonderful crimson bush Rose Rhea Reid.

All for \$1.65, EXPRESS PREPAID

This means that while this magnificent stock lasts you can get this bargain collection at almost half price, and we say to you that this is the best value for the money ever offered in America. You can spend fifty dollars in porch furniture, awnings and other adornment, but for \$1.65 you can have delivered at your door this grand "Box Collection of the Famous Roses of New Castle," with safe arrival guaranteed and from it you can have more satisfaction and adornment for your home than from the \$50.00 spent in inanimate furniture and awnings. **DO IT NOW—TODAY.**

Jeanette Heller alone is worth the price of the entire collection. No discount allowed. Prices net. Please order as **THE BOX COLLECTION.**

What 50c Will Do!

It Will Buy a Complete Flower Garden of Roses, Summer-Flowering Bulbs, Cannas, Dahlias, Carnations, Chrysanthemums, etc.

Greatest value for the money ever offered: We send out only the highest grade plants in every collection.

The following wonderfully low priced Collections are made up and offered to our friends for the purpose of having them enjoy the pleasure of growing some of the remarkable Roses and other plants listed in this book. The plants and bulbs in these Collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us, and each Collection is sent with our usual guarantee that they shall reach you safely and give perfect satisfaction, or we will cheerfully refund the money.

Please Order by Bargain Number

Bargain No. 25 For 50 cents we will send 8 splendid new Hardy Everblooming Tea Roses.

Bargain No. 26 For 50 cents we will send 5 Hardy Hybrid Tea Roses and 2 Hybrid Perpetual Roses—7 fine plants in all.

Bargain No. 27 For 50 cents we will send 6 Hardy Hybrid Perpetual Roses, no two alike.

Bargain No. 28 For 50 cents we will send 7 choice Geraniums, both single and double, fine varieties.

Bargain No. 29 For 50 cents we will send 4 choice Ferns, all different.

Bargain No. 30 For 50 cents we will send 8 splendid new Chrysanthemums, the leading kinds, all different.

Bargain No. 31 For 50 cents we will send 6 elegant Canna plants.

Bargain No. 32 For 50 cents we will send 7 extra-fine Carnation plants, best varieties.

Bargain No. 33 For 50 cents we will send 7 strong Violet plants, best varieties.

Bargain No. 34 For 50 cents we will send 5 Hardy Perennials, all different.

Bargain No. 35 For 50 cents we will send 1 Asparagus Sprengeri, 1 Asparagus Plumosus Nanus, 1 Carnation, 1 Geranium, 1 Dahlia, best varieties, all labeled.

Bargain No. 36 For 50 cents we will send 19 fine Tuberose Bulbs—11 Excelsior Pearl, 4 Orange-flowered and 4 new Variegated-leaved.

Bargain No. 37 For 50 cents we will send 12 new and rare Gladioli, including our best kinds.

Bargain No. 38 For 50 cents we will send 6 splendid Dahlias; all different varieties.

 The offers made on this page are NOT subject to a discount, but are net.

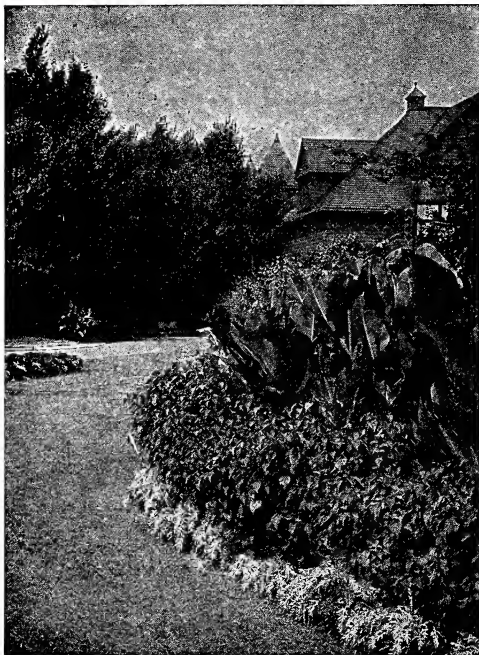
Do not fail to take advantage of these remarkable Collections—you will be delighted with them. They will give you untold pleasure and satisfaction.

All Collections sent Postpaid, with safe arrival and satisfaction guaranteed.

A Famous Rose Plant Free

In all orders for two or more of these Collections we will add a strong, vigorous plant of our world-famous Rose, Jeannette Heller, FREE.

Choice Bedding Plants



Bed of Salvia and Cannas.

Cannas

We offer these popular flowering, foliage plants in large pot-plants only, instead of leafless, and frequently lifeless, dormant roots, such as are usually sold. Our collection is the best of all Cannas now in cultivation. No one need go outside of this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas, with their magnificent Banana-like foliage they impart a tropical aspect to the lawn or garden, and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage itself is majestic, while the flowers come in immense heads and throughout the summer are a blaze of glory. In the fall bring them indoors and store in a cool, dry place. Inspect our list of varieties and note the magnificent effects that can be had. Strong pot plants, our selection, \$10.00 per 100 net.

Dahlias

These magnificent, showy flowers are indispensable for late blooms. Producing such a gorgeous display of blooms during August and September and until killed by frost. We offer pot-grown, strong, well-rooted plants that will produce the blooms, and all the leading sorts. Price, our selection, \$8.00 per 100, by express, prepaid. Price, net, no discount.

Any of the above prices hold good in lots of twenty-five or more. No discount allowed.

Salvia - Scarlet Sage

The most satisfying and popular bedding plant in existence. A bed of Salvia planted out in the garden or at the base of the porch fairly glows all summer and until late fall with its masses of brilliant scarlet flowers. Will grow to perfection in ordinary soil and requires no care. Plant ten to twelve inches apart or closer if desired. A bed of Cannas edged with Salvia makes a wonderful display at little expense. \$5.00 per 100, express paid. Price net.

Coleus

The finest assortment of Coleus in the United States. They are as fine as Crotons in the color effect—in fact gorgeous.

Coleus represent more color in their variegation than any other plant. Whether grown as single specimens or in masses or ribbon lines they are equally attractive. They are of the easiest culture and well adapted to our climate, flourishing in the hottest sun. \$5.00 per 100, net.

Geraniums

The most easily grown of all flowering plants. Particularly fine for bedding or growing in porch and window boxes; in fact, wherever a quick, brilliant effect is wanted, Geraniums are unsurpassed. Our selection of assorted strong plants, \$8.00 per 100, net.

Any of the above prices hold good in lots of twenty-five or more. No Discount Allowed.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.



New Large Leaf Bedding Coleus.

Gentlemen: I bought Roses from you last spring. All living nicely. All except two have bloomed.—J. T. KENNEDY, Ala.

Great "Trial Collection"

16 Rose Bushes for \$1; 6¼c Each

We carry the greatest stock of Rose plants ON OWN ROOTS on this continent. There are many varieties of wonderful merit practically unknown. We want you to know them as we do, hence this wonderfully liberal offer—16 FOR \$1.00 POSTPAID. The now famous AMERICAN BEAUTY ROSE was first introduced through a Trial Collection. Many other famous Roses have come into their own through these Trial Collections, which embrace the most beautiful Roses in our big establishment and include the hardiest, finest everblooming varieties among all classes. They will bloom freely this year—everywhere. We will include in the dollar collection a strong plant of the renowned Rose Pink Maman Cochet, the best hardy garden Rose in existence today. One of the Roses you never tire of; color a lovely shade of carmine pink. Blooms all the time. Mrs. B. R. Cant, an extremely strong grower; more double than Helen Gould; color a deep rose with silvery and rose center.

Safe arrival anywhere in U. S. A. guaranteed

Rhea Reid, Queen of All Hardy, Everblooming Crimson Bush Roses FREE

16 Strong, Vigorous Rose Plants \$1

Best Hardy, Ever-blooming Varieties

The idea of this famous Trial Collection originated with us, and as imitation is the sincerest flattery, there are others offering so-called "trial collections," but not like this famous collection of ours. The reason that it has been such a great success is that we grow the best plants in America. We have no poor stock. We carry the finest list of Roses in the world, and if we wanted to select a collection of poor Roses we could not do it because we are carrying only the cream of the world's introductions and have discarded all inferior varieties, hence in this collection you get the rarest and finest Roses.

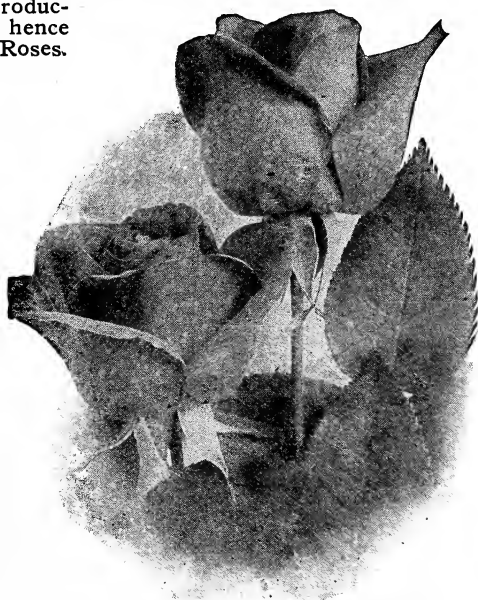
Order this Collection NOW

If you order this Collection, we promise to make you a Rose enthusiast, and a friend for all time of the "Roses of New Castle." White, pink, red, yellow and all the intermediate tints and shades—beautiful climbing Roses—rare Roses of every kind are included—big, strong, lusty plants, each one a specimen, sure to grow and just as sure to bloom this and each succeeding year—16 OF THEM, each one carefully labeled, sent postpaid to any address for \$1.00. Safe arrival and satisfaction guaranteed.

A Beautiful Rose FREE

Mention this offer and we will send you absolutely free of charge a strong plant of the one perfect everblooming bush Rose, RHEA REID, illustrated in colors on last cover page of this book. This is one of the best Roses in the world. Color fiery crimson. The Rhea Reid Rose is hardy everywhere.

No Discount is Allowed on This Offer



Rhea Reid.

Yellow Jeannette Heller

(SOUV. DE E. GUILLARD)

A Glorious New Hybrid Tea Bush Rose of Marvelous Color.

Not often in a lifetime is the distinction given to anyone to produce something absolutely new in Roses. In introducing this wonderful new bush Rose that honor comes to us for there is no other Rose in the world like it, in color. It originated in France and immediately won a grand prize at the great exhibition in Lyons. No other Rose outgrows it, not even the famous Pink Jeannette Heller. It combines the qualities that make a famous garden Rose. A vigorous grower, thriving in almost any soil, it quickly attains large size; has magnificent heavy foliage, which may be termed insect proof, hardy in the coldest climates and produces its glorious flowers in abundance continuously from early spring until cut down by severe frosts.

The flowers are large, double and beautifully formed and the color is impossible of description or illustration. There is no other Rose in existence with the superb coloring effects seen in this great new variety. The sweetly scented flowers are carried on long, stiff stems and the color is a deep saffron, and as the flower opens it shows shades of fiery carmine until the fully open flower is almost

entirely yellow—a wonderful combination of colors so rare and so unusual as to mark this Rose among thousands wherever seen.

No Rose will outgrow this magnificent new Hybrid Tea Bush Rose, and we describe it under the popular name of "Yellow Jeannette Heller," because it is a fitting companion in every particular to this greatest of all garden bush Roses; has hardiness, wonderful growth, foliage that stands heat and cold, free from all diseases, grows beautifully in all climates and soils and in introducing it as a companion Rose to the great Pink Jeannette Heller we give to the Rose-loving public the two greatest garden Roses of this generation, which is a distinction to be proud of, and one not seldom given to any Rose grower in the span of a lifetime.

Plant this Rose and its companion Pink Jeannette Heller, and if you have no other Roses in your garden the fame of the "Roses of New Castle" will forever have a place in your affections.

Price—Strong, one-year-old pot plants, 25c each, 5 for \$1.00, \$2.50 per doz.; larger size, 35c each, 3 for \$1.00, \$3.50 per doz., postpaid; 2-year-old plants, 50c each, \$5.00 per dozen. Still larger, Star size plants, 75c each, by express. ON OWN ROOTS.

Yellow Baby Rambler

GEORGE ELGAR

A lovely, dainty Polyantha Rose with sufficient Tea blood to make it different from the average Baby Rambler. The dwarf Baby Rambler Roses are immensely popular. They produce their flowers literally by the thousands, continuously throughout the growing season in all climates and under all conditions. They stand the heat better than any Rose we know of. This wonderful variety was imported from France by Mr. Heller. It is the sensation of the Rose world. No description will convey a faint idea of the glorious show it makes. Bears great quantities of lovely little buds of golden yellow hue, opening into miniature symmetrical Roses. Each bush is loaded with blooms resembling a huge bouquet, and continues blooming all summer.

Price, first size plants, 25c each, 5 for \$1.00, \$2.00 per dozen, postpaid; 2-year-old plants, 50c each, \$5.00 per dozen; Star size, 75c each, by express.

Hadley

A development of a line of seedlings among which were Liberty, Gen. McArthur and Richmond, all brilliant scarlet varieties. The color is a deep velvety crimson, and it retains its color all season, and after cutting. Fragrant as American Beauty. Strong grower.

Price, first size plants, 25c each, 5 for \$1.00, postpaid; 2-year-old plants, 50c each, \$5.00 per dozen; Star size, 75c each, by express.



A single two-year plant.

Yellow Baby Rambler (Geo. Elgar), the long looked for novelty. Has created a furore in the Rose world.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

“Made in America” Famous Jeannette Heller Rose

It is the best, strongest, healthiest, hardiest
and most beautiful bush rose in the world

Fifteen Good Reasons Why Jeanette Heller is the One Best Rose for American Gardens:

1. The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.
2. Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.
3. Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.
4. You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a Southern climate. It is absolutely hardy everywhere.
5. No colored picture can show the magnificence of its flowers, not only in form, but in the beautiful harmony of colors.
6. The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.
7. This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.
8. No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.
9. No matter what kind of soil you plant it in—It grows! All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.
10. You may think your soil or situation is not suited to Rose growing. Set aside such misgiving and plant Jeannette. It will grow where weeds grow—in any soil or climate.
11. You folks in the extremely cold climate who wish for your own Roses can gratify that wish.



Two lovely flowers—Jeannette Heller and her Rose.



Include in your order the great “Yellow Jeannette Heller Rose.” Has all the valuable characteristics of its companion variety, “Jeannette Heller.” See page 12.

- Plant Jeannette Heller. It will grow to perfection no matter where you live.
12. Throughout the Middle West and Southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.
13. Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.
14. The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.
15. This is an American Rose, “Made in America.” It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—The best Rose in the World.

PRICE—Strong, one-year-old pot-plants, 25c each, 5 for \$1.00, \$2.50 per dozen; larger size, 35c each, 3 for \$1.00, \$3.50 per dozen, postpaid. Extra large, heavy, 2-year-old plants, 50c each, \$5.00 per dozen; 3-year-old, magnificent specimen plants (limited quantity), 75c each, \$8.00 per dozen, by express. ON OWN ROOTS.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Five Glorious New Roses

Robert Heller

The One Best Golden Yellow Rose

For years Rose growers the world over have sighed for the advent of a genuinely golden yellow, hardy, everblooming bush Rose. Four years ago we introduced this wonderful Hybrid Tea Bush Rose. Instantly it was hailed with delight, for it represented a new color in its class, and since its introduction it has become one of the three best-selling Roses in our entire collection. Nearly 100,000 plants, in as many different homes, have demonstrated beyond a question of doubt that this is the greatest of all golden yellow Roses for the home planter.

It grows to perfection in almost any ordinary soil in all sections of the country, and from the time it is planted in the early growing season, it bears continuously great numbers of lovely flowers of immense size, elegant, full, deep and double on stiff, erect stems, which stand out well above the plant, giving it a regal appearance and stamping it as the most extraordinary Rose of its color yet introduced.

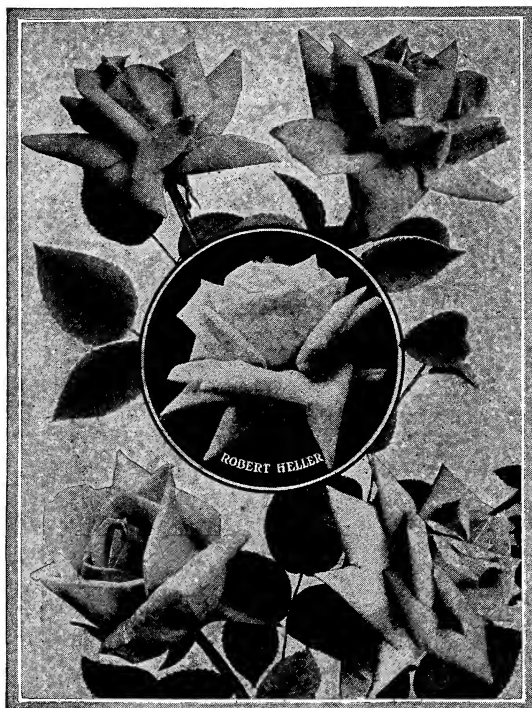
The color of the flowers is deep golden yellow. Now and then in the early stages of development, its petals have faint streaks of pink, but as the flower develops fully, it is pure golden yellow without a blemish; in short, an eighteen-karat flower of sterling merit, which has proven hardy in all parts of the country, but where the winters are extremely severe, needs protection.

Mrs. Aaron Ward

It is a positive pleasure to offer this wonderful new Rose to our friends, for the color effect is so dazzling that it will win instant approval. It is distinctively different from any other yellow Rose in our list, being a "coppery orange in the opening bud, golden orange when partly developed and pinkish fawn when fully open, when it looks like a full, fluffy silk rosette." The flowers are of splendid form and size; borne on long, stiff stems. The plant, even without flowers, is beautiful in shape and foliage. Strong, hardy and thrifty in growth, bearing its lovely burden of flowers all summer.

Sunburst

A giant yellow Rose, claimed to be the equal of American Beauty and Killarney. Buds long and pointed, on long, stout stems, opening full and double. Color coppery yellow and golden orange with deeper shades. Very distinct. Magnificent in the garden; a gorgeous variety.



Robin Hood

This new Rose has a glorious scarlet color that is at once soft and bright and lasting; the bloom is full and of the beautiful build of the Hybrid Perpetuals or June Roses. We feel sure this will prove a delightful companion for General McArthur and Rhea Reid. An excellent garden Rose and a shade long sought for. Flowers borne on long stiff stems, opening full and double, strong, sturdy grower.

Mi-Lady

A magnificent new Rose. Very large and beautifully formed flowers, full and double; color dark crimson. Always in bloom. Very hardy.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

First size, one-year-old pot-plants, 25c each, 5 for \$1.00; special size, 35c each, 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 50c each; still larger plants, Star size, 75c each, by express. ALL ON OWN ROOTS.

Special Offer One each of the five Superb varieties offered, one-year-old or first size plants, sent postpaid for 75c; two year-old plants by express, \$2.00. No discount on this offer.

Prince E. C. d'Arenberg

A Sensational Rose—A Rival of American Beauty

This Rose won a gold medal at the great Cleveland Flower Show last year, and is one of the best for exhibition purposes.

In no Rose of recent introduction have we found so many desirable features as there are in Prince E. C. d'Arenberg, and we are fortunate in being able to offer it for the first time to our customers.

Flowers of a bright scarlet shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double, perfect form, massive petals. Resemble American Beauty in shape and size. Strong, healthy grower, excellent foliage, constant bloomer, making an ideal garden Rose, as there is no color as showy as a deep scarlet, and attracts attention wherever grown. Hardy in almost any location or climate. An excellent cut-flower variety, blooms always in demand. Stock limited. Orders filled in rotation in which received. Price, first-size or one-year-old plants, 25c each; 5 for \$1.00; larger size, 35c each; 4 for \$1.00, postpaid. Two-year-old plants, 50c each; still larger, Star size plants, 75c each, by express. All on their own roots.

NATALIE BOTTNER—Magnificent; cross between Frau Karl Druschki and Kaiserin Augusta Victoria, and claimed to be superior to either. Color delicate cream yellow.

MOLLY SHARMON CRAWFORD—(Tea) Delicate white; large, full flowers. Hardy.



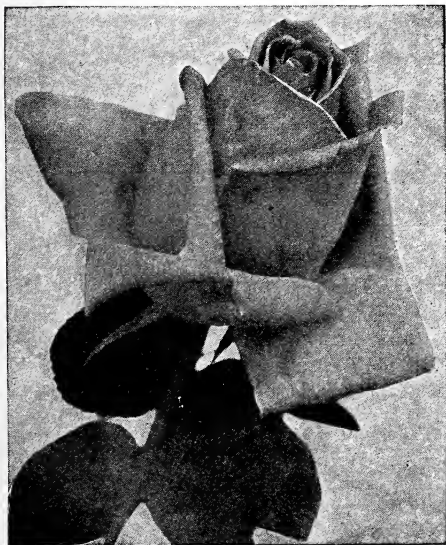
Prince E. C. d'Arenberg.

Jonkheer J. L. Mock

The Giant Pink Hybrid Tea Rose.

This sensational Holland production is in a class of its own. It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. It is well named the "Giant Pink Rose."

FRANCIS SCOTT KEY—A magnificent Hybrid Tea Rose originated by the great rosarian, John Cook, of Baltimore, Md., and named in honor of the writer of "The Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double, produced on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming. Excellent cut-flower variety.



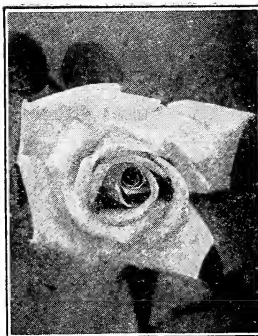
Jonkheer J. L. Mock.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

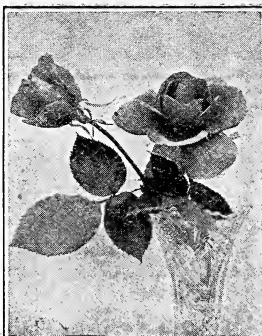
Prices of all Roses on this page, except where noted, strong, one-year-old plants, or first-size plants, 20c each; larger size, 30c each, postpaid; strong two-year-old plants, 45c; Star size, still larger plants, 75c each, by express.



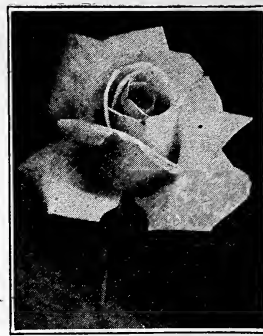
Gruss an Teplitz.



Kaiserin Augusta Victoria.



Richmond.



Yellow Killarney.

HYBRID TEAS—Continued.

Gruss An Teplitz

Called by some growers Virginia R. Coxe. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

MADAM CAROLINE TESTOUT—One of the most popular Roses in its class, and one of the best for outdoor culture. Should be in every garden. Immense, large, clear pink flowers, full and double; beautiful buds. Very hardy.

YELLOW KILLARNEY—(Mme. Jenny Gille-mot). Worthy to be classed with Pink and White Killarney, the greatest garden Roses of today. If anything this variety is stronger growing, throws out long, stiff, sturdy canes, with massive foliage, bearing magnificent flowers, enormous in size, full, deep and double with immense petals. Hardy and vigorous and always in bloom. A tremendously good Rose.

RICHMOND—The most gorgeous of crimson Roses. This great American Rose with its gorgeous color, brilliant, flaming scarlet-crimson, has swept everything before it, both at home and abroad. We are particularly proud of it as a distinctive Indiana Rose, it having been produced within a few miles of here. It has been the sensation of the Rose world, and is now grown in larger quantities than any other Rose, perhaps, with the exception of the American Beauty, to which it is a rival so far as popularity is concerned. It is the most vivid red.

Kaiserin Augusta Victoria

This marvelous Rose has had many rivals for the place it still retains in the greatest white, hardy, Hybrid Tea in existence. Strong, sturdy grower, flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

MAD. SECOND WEBER—A charming pink Rose. A beautiful new pink or salmon-flesh Hybrid Tea Rose which we consider one of the grandest novelties of recent years; the bud is long and pointed, opening into enormous bloom, which deepens its color until fully expanded, when it is as impressive as American Beauty.

MAD. MELAINE SOUPERT—The strong vigorous plants form symmetrical bushes, with an abundance of heavy, dark foliage, and the superb, large, globular flowers are borne on stiff, erect stems. The form is distinct and elegant, and the fragrance delicious. Color golden yellow suffused with faint shades of pink.

WELLESLEY—A most magnificent garden Rose of a beautiful shade of pink; vigorous, healthy grower; remarkably free flowering, with the keeping qualities; most valuable Rose for Southern gardens.

MADAM JULES GROLEZ—Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

MISS KATE MOULTON—Beautiful light pink. A grand new American sort of robust growth.

Price of all Roses on this page, first size, strong, one-year-old plants, 15c each, any 5 for 50c; larger size, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 45c each, by express. ALL ON OWN ROOTS.

75c Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Iron-clad or Star size.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

New Rose Lady Hillingdon

Tea. One of the loveliest Roses that one could imagine. The color is superb, being of deep yellow tinged with light blush on the outer edge of petals. The bloom does not fade like most of the yellow Roses. Buds are very slender and graceful, borne on long, stiff stems. Rapid grower and free bloomer. Leaves long and narrow. Awarded first prize at the Elizabeth Park (Hartford, Conn.), exhibition as **the best Rose of its color (yellow) for outdoor culture**. Scored third of any color among all the great garden Roses.

MRS. A. R. WADDELL—This is one of the most beautiful Roses we have ever seen. As a garden Rose it has no superior. A pure Hybrid Tea attaining the height of from two to four feet, its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy scarlet, shaded with salmon; beautiful, effective and hardy. Always in bloom.

WILLIAM H. TAFT—A superb new Rose. This great new Hybrid Tea Bush Rose, after exhaustive trials, has shown us qualities that make it well worthy of being named in honor of the former Chief Magistrate of the Nation. The flowers are magnificent both in form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy, and a big Rose in every sense of the word. A magnificent summer-flowering Rose.

CHATEAU DE CLOS VOUGEOT—The "black" Hybrid Tea Rose. The "blackest" of all Roses, with heavy, velvety petals which makes it distinctive from all other Roses. In color it shades from a deep rosy red to a crimson almost black. The bush is extra strong and vigorous in growth with a broad, branching habit and requires considerable room for development.



Lady Hillingdon.

Radiance

An American Triumph.

Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests it is radiantly beautiful.

ECARLATE—A prominent Rose authority says: "It is a better grower than Etoile de France, darker in color than Liberty and more fragrant than La France." It is a grand red bedding Rose and the longer you put off making its acquaintance the more you miss.

SENATEUR MASCURAND—Considered by many to be the finest of all yellow garden Roses; large, full, double flowers; color deep yellow; free bloomer. Hardy.

BARBAROSA—Not so new but very rare and beautiful. Has been called "Red Frau Karl Druschki," magnificent Hybrid Perpetual. Color, pure carmine-red.



Rose Radiance.

Price of all Roses on this page: Strong, first-size plants, 15c each; 9 for \$1.00; larger size, 25c each, 5 for \$1.00; two-year-old plants, 45c each. Special Star size, 75c each, all on own roots.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

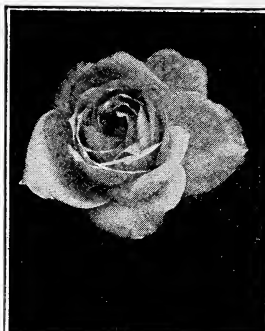
We Pay All Express Charges On all orders to any point in the United States.



Mrs. Geo. Shawyer.



Ophelia.



Prince of Bulgaria.



Dean Hole.

HYBRID TEAS—Continued.

Ophelia

A glorious Rose. The latest sensation in the Rose World. Magnificent form, beautiful in growth; color salmon pink flushed with coppery rose and saffron tints. First size, 25c, postpaid; two-year-old plants, 50c each; still larger, Star size plants, 75c each, by express.

MRS. GEORGE SHAWYER—Magnificent in freedom of growth and bloom. Has created a sensation wherever shown on both sides of the waters. Glorious flowers; color peach pink. First size, 25c, postpaid; two-year-old plants, 50c; still larger, Star size plants, 75c each.

IRISH FIREFLAME—One of the greatest sensations of the year; new in color; old gold or coppery yellow, flamed with fiery crimson. Long, shapely buds on stiff stems, borne in great profusion. First size, 25c each, postpaid; two-year-old plants, 50c each; still larger, Star size plants, 75c each, by express.

ETOILE DE FRANCE—Gorgeous, rich, velvety crimson; full, very large, double and cup-shaped Rose with fragrance that is deliciously exquisite. Plants form strong, upright bushes with splendid deep green foliage; and in the open ground it is particularly good, growing hardy and vigorous. As the weather grows cold towards fall the color becomes darker, until the flower is almost black, so deep and velvety are its crimson petals. It is pre-eminently the Rose for the masses. It is always in bloom from the earliest days of summer until November. There is no deep red Rose in our list we can recommend more highly.

MY MARYLAND—A Rose of delightful color, distinctive shape and superfine quality which appeals to many on account of its name. In color it is an exquisite shade of pink, the buds and flowers being most beautifully formed and borne on long, stiff stems. The bush is extra strong, hardy and a most prodigious bloomer.

HECTOR MACKENZIE—A winner at the great Parisian Rose Exhibition; glorious deep pink changing to a silver crimson; large, massive and fragrant.

Prince de Bulgarie

Has attained great popularity as a magnificent all round Rose; free blooming, long pointed buds, full and double; color rosy flesh shaded with salmon. A great Rose.

DEAN HOLE—We regard this beautiful new variety as one of the best Roses in this book; and it ought to be, bearing the name of one of the most delightful writers on the Rose of our time. Very free. Flowers large, measuring over six inches across, of great substance, fine form, and produced in wonderful profusion. Color silver carmine shaded with pink.

OLIVIA—Magnificent, strong growing Hybrid Tea Rose. Beautiful buds, large, full, double flowers; strong and vigorous; color rich rose.

PERLE VON GODESBURG—Yellow Hybrid Tea Roses are all too scarce, and this splendid variety sent out from Germany as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary yellow with light saffron shadings. A strong grower and free bloomer.

PINK LA FRANCE—A glorious favorite of the home garden. The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, beautifully formed and the open flower exceedingly handsome, with fragrance that is simply delicious. In continuous bloom all summer and late into the fall until stopped by frost, and is perfectly hardy.

WHITE LA FRANCE (Augustine Guinoisseau). Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape.

STRIPED LA FRANCE—In all respects same as the pink, except that its petals are beautifully striped with a deeper shade of rose pink.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Price of all Roses on this page, strong one-year-old plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 45c each; still larger specimen plants, star size, 75c each, by express. ALL ON OWN ROOTS.

General McArthur

Great New Scarlet Rose.

After many tests and observations we are prepared to say there is no crimson or scarlet Rose better than this variety and for out-door cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.

SOUV. DU PRESIDENT CARNOT—We consider this one of the best Roses in cultivation having pretty nearly every meritorious feature that a good Rose should have. Strong in growth, hardy and vigorous everywhere. A tremendous bloomer. Magnificent flowers, large, deep double and exquisitely formed; color delicate rose blush shaded deeper at center. One of our strong favorites.

SOUVENIR DE WOOTTON—This old friend of many years still holds its own as a great red Rose; magnificent flowers; bright magenta-red, passing at base to violet-crimson. Very hardy.

RENA ROBBINS—A magnificent new Hybrid Tea Bush Rose, bears flowers as large as Paul Neyron, full, deep and double. In a class of itself. Flowers white, base of petal lemon yellow.

THE GREAT LA GALISSIERE—The bloom is enormous in size, double and full. Buds long and pointed; color bright shining pink. Magnificent. An improved Caroline Testout.

ROSEMARY—This handsome Rose with the poetic name is one of the grandest flowers we have ever offered to our patrons. It is totally different from other varieties, bearing flowers of enormous size, with immense petals, absolutely double, on stiff, erect stems, in marvelous abundance.



General McArthur Rose.

Meteor - Velvety Crimson

Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. The bush is remarkably vigorous in growth, perfectly hardy and constantly in bloom.

LA DETROIT—This is one of the most delightful of all garden Roses, with beautiful delicate pink flowers, which, for cutting, cannot be excelled; they are large, full and double, sweetly scented and produced on long stems.

LENA—A lovely Irish Hybrid Tea Bush Rose. Long buds, perfectly formed, flowering freely and continuously, producing frequently in sprays of seven to nine large, perfect blooms, the color of which is glowing apricot tinged with primrose-yellow.

RHEA REID—(Note illustration in colors elsewhere.) This glorious new Hybrid Tea Bush Rose has no equal as a crimson garden Rose. The color is vivid scarlet-crimson; the flowers are large, bold, full and double and produced in immense profusion. A splendid grower, hardy and will succeed in all climates. We have tried it thoroughly and endorse it unqualifiedly.

MRS. DAVID JARDINE—A beautiful new, hardy, everblooming, brilliant pink bush Rose not surpassed by any Rose in this book. Flowers very double and when cut keep almost indefinitely. The growth is splendid, hardy and vigorous and the superb flowers are borne in wonderful profusion.

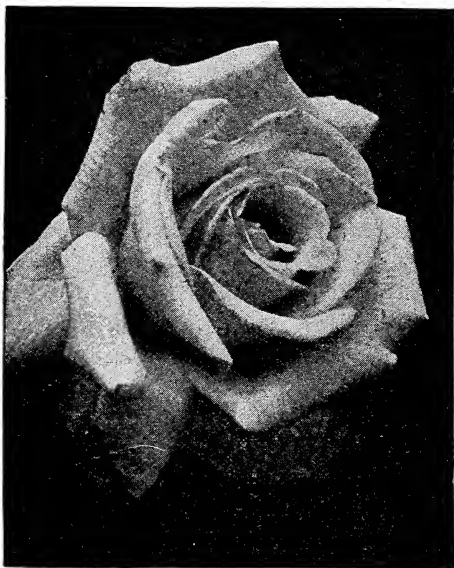


Meteor Rose.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Price of all Roses on this page, strong one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 40c each, by express. 75c each for large specimen plants from 6 and 7 inch pots, by express only. All on own roots.

The Lovely Killarney Roses



The Killarney Rose.

Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling, shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape. Enormous flowers, deliciously scented, and a new addition for which old Mother Nature is devoutly to be thanked.

Pink—White—Climbing

These exquisite Roses bearing the name of Killarney, with its "Emerald Isle and Winding Bays" are without exception among the most beautiful Roses now known. From the Lakes to the Gulf these beautiful Roses will thrive and produce glorious flowers in wonderful profusion. They have every requisite necessary to perfect Roses—magnificent, sturdy habit of growth, beautiful enduring foliage, exquisite flowers, delicious fragrance, marvelous freedom of bloom, hardiness, and above all, a charm entirely their own found in no other Rose. With the exception of Jeannette Heller and The Cochet Roses, they are perhaps the most popular of all Roses.

Special Notice

Notwithstanding that each year we have increased as far as we could our stock of these famous Killarney Roses, we have never had sufficient to meet the demand. This has been a keen disappointment both to our customers and ourselves. Won't you please as a favor, that there may be no disappointment, order as early as you can? We will reserve the plants for you, so that early ordering is sure to be a protection to both of us. We have an immense stock, we think amply sufficient to meet the demand, but for fear it will not, again we urge early ordering.

Climbing Pink Killarney

We claim the distinction of bringing this variety into prominence, and there is no Rose in the climbing class to compare with it. Hardy and ever blooming, it is in a class of its own and has no rival; a strong, rapid grower, growing to perfection in the open ground, throwing up shoots ten to fifteen feet high in a single season. It produces its glorious blooms continuously throughout the year. Flowers are magnificent and immense, long pointed buds with massive petals opening to flowers of enormous size, color brilliant, sparkling shell-pink, deliciously fragrant; absolutely the best climbing Rose for all purposes known; hardy everywhere.

Price of the three Killarney Roses described above, strong, one-year-old pot plants, 20c each, 6 for \$1; larger size, 30c each, 4 for \$1, postpaid. Large, two-year-old plants, 50c each; still larger, extra-heavy plants, Star or Iron-Clad size, 75c each, by express.

Special Offer

One each, three varieties of Killarney Roses described above, 50c; one each larger size, 80c, postpaid. One each, two-year-old plants, \$1.40; still large Star size plants, 75c each, by express.

Killarney Queen

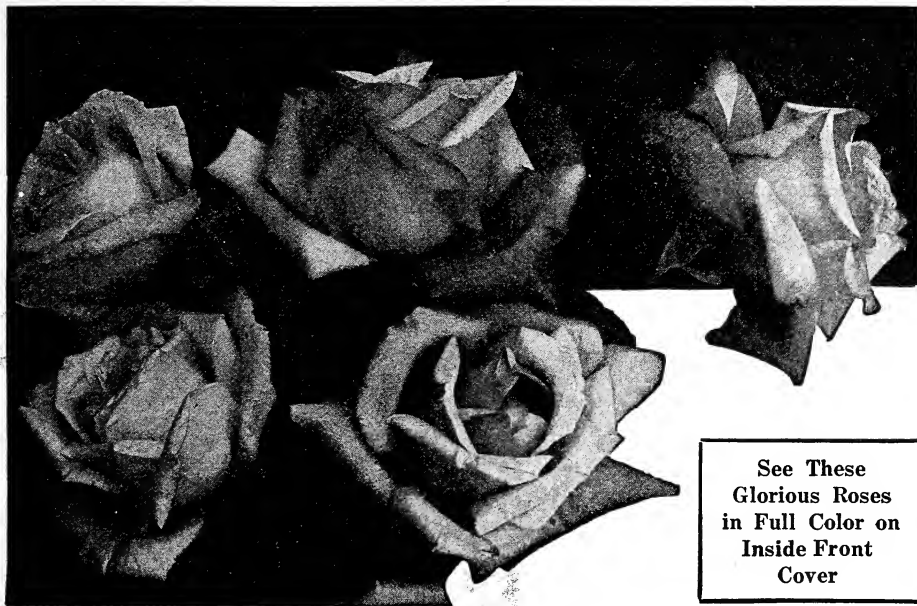
A cerise-pink sport of Killarney that for clearness and brightness of color has not been equaled; exceptionally strong in growth, with foliage that is perfect, being larger than Killarney and more glossy. In size of petals Killarney Queen is larger than its parent, and for high grade bloom it is a very superior variety. Forces fine. In productiveness of bloom superior to Killarney. Hardy in almost every climate. An excellent bedder.

Price Killarney Queen and Double Killarney, first size or one-year plants, 25c each; 5 for \$1.00; larger size, 35c; 3 for \$1.00, postpaid. Two-year-old plants, 50c each. Still larger, Star size plants, 75c each. All on own roots.

Double Killarney

The combination of the exquisite pink of the beautiful Rose of that color ever grown—Killarney—with double the number of petals carried by Killarney, makes this new member of the family one of the most magnificent Roses ever known. Apart from the number of its petals, it is in all respects the same as the Pink Killarney, and no greater praise can be bestowed upon it. The true stock is very scarce. Order it early to avoid disappointment.

"I was pleased with the Robert Heller. The Jeannette Heller is fine, all that you claim for it. All the Jeannette Hells made a fine growth this summer."—E. Parker Conrad, Holgate, Ohio, September 13, 1915.



See These
Glorious Roses
in Full Color on
Inside Front
Cover

Superb Hardy Cochet Roses

See illustration in color on Inside Front Cover.

The Cochet Roses are the greatest of all hardy, everblooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through and making strong, sturdy bushes which last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us.

Pink Maman Cochet

Called by some the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance. Color is a clear, rich pink, changing to silvery rose.

Crimson Maman Cochet (Etoile de France.)

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. Really one of the finest white Roses for open-ground culture.

Red Maman Cochet (Helen Gould.)

A great red Rose, and produces magnificent flowers in wonderful profusion on long, strong stems. Flowers are very full, and of splendid substance; in color a warm crimson.

First size, magnificent one-year-old plants, of any of the Cochet Roses, 15c each; any 5 for 65c; larger size, 20c each; any 5 for 90c, postpaid; extra-heavy, two-year-old plants, 40c each; still larger, splendid plants, Star or Iron-clad size, 75c each, by express. Order early. The demand for these wonderful Cochet Roses is enormous.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Special Offer

One each of this famous Cochet Rose Set, one-year-old plants, 65c; larger size, 5 in all, 90c, postpaid; the entire collection in large, two-year-old plants, \$1.65, by express.

We Are the Leading Growers in America of American Beauty Rose

It Has Made Us Famous

Here in this New Castle soil it attains marvelous perfection. Wherever Roses are grown, the fame of the American Beauty Roses of New Castle is known.

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known and likely that ever will be known, for it has held undisputed leadership these many years against all comers from everywhere, and its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of the flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any Rose we know of outside of Jeannette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection.

Our stock is clean, strong, healthy and vigorous, and what is more important, it is true to name and on its own roots. The fame of New Castle American Beauty Roses is world-wide because of the high quality of stock.

This great Rose should be in every American home. Its magnificent beauty, wonderful fra-

grance and extraordinary merit must appeal to the patriotic instincts of every true American.

Strong, one-year-old pot-plants, 25c each, five for \$1.00; special size, 35c each, three for \$1.00, postpaid; extra size, two-year-old plants, 50c each, \$5.00 per dozen; three-year-old specimen plants (limited quantity), 75c each, \$8.00 per dozen, by express.



The Great American Beauty Rose.

Not What We Say, but the Experience of Planters Everywhere

Huntington, W. Va., May 27, 1915.

Gentlemen: Just received the Roses this morning. American Beauty and Climbing American Beauty in fine shape; only sorry I did not send last year when I got the collection.
MRS. ALICE R. WHITCOMB.

Central City, Ky., Nov. 29, 1915.

Gentlemen: Our Roses which we ordered in the spring are lovely and have grown nicely. One American Beauty Rose had a stem thirty-six inches long.

MRS. D. G. MILLER.

Silver Lake, Mass., May 15, 1915.

Gentlemen: Have just received the Rose bushes ordered from you. Came in fine condition. Root growth is not quite as strong as I have had from other growers, but you make it up in quantity. Thank you very much for the extra bushes. I will report later on same. The Jeannette Heller bushes are fine.
EDNA WAGLATHLIN.

Baltimore, Md., August 30, 1915.

Gentlemen: My Roses I received from you are doing fine; some have bloomed and I am waiting patiently for the beautiful Jeannette Heller to bloom. I am very anxious to see this bush in bloom. My bush was so small it takes a long time for it to bloom. All my Roses are growing fine, and I am very proud of them.
F. T. ABBOTT.

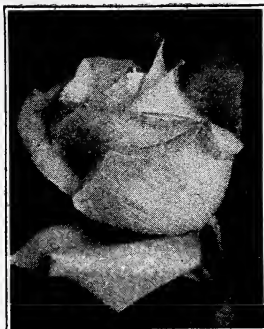
East Hampton, N. Y., May 24, 1915.

Gentlemen: My Rose order came to me in fine condition a few days ago. Many thanks for the extra plants which you included.
MRS. D. W. TALMAGE.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.



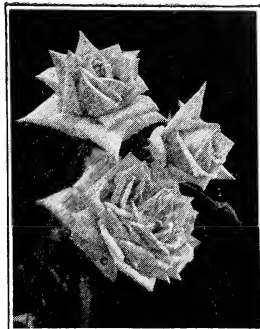
The Bride.



Bridesmaid.



Safrano.



Marie Van Houtte.

Hardy Everblooming Tea Roses

The Oldest and Most Highly Cherished of all Roses

To this class of bush Roses—the hardy everblooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the whole world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardeens. They have been of inestimable value to the beginners in Rose culture.

Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are hardy pretty nearly everywhere, but where the winters are extremely severe, protect them carefully.

The Bride

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

SAFRANO—Valued very highly for its beautiful buds and handsome flowers. Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy, and has the force necessary to produce continuous flowers until late in autumn.

MARIE VAN HOUTTE—A most beautiful Tea Rose, a strong, sturdy grower, blooming constantly with great freedom. The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose.

FRANCES E. WILLARD—A beautiful white Rose of large size, perfect form and exquisite fragrance. The bush is strong, sturdy and erect and very abundant and constant in bloom. One of the most popular of the white Tea Roses, and in its loveliness typical of the good woman for whom it is named.

Bridesmaid

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems.

PAPA GONTIER—A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, glowing crimson. A strong, vigorous grower and constant bloomer.

HELEN GOULD (Red Maman Cochet). A rich, warm, rosy crimson Rose, very full and large, borne on long, stiff stems; two-year-old plants, 40 cts. each.

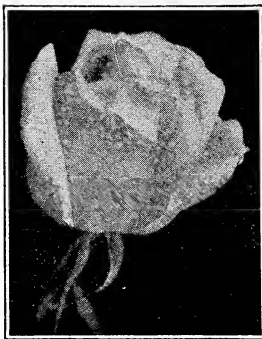
ALLIANCE FRANCO-RUSSE—The flowers are extra large and of a full, rich deep yellow. The bush is strong and vigorous in growth and extremely hardy, bearing a profusion of its golden flowers all summer through.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Price of all Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 35c each; still larger plants, in Star or Iron-clad size, 75c each, by express. ALL ON OWN ROOTS.



Mrs. R. B. Cant.



Ivory.



Perle des Jardines.



Bon Silene..

TEA ROSES—Continued.

Mrs. B. R. Cant

A Great New Rose

This beautiful new Rose, of English origin, we especially recommend for outdoor cultivation as one of the best, if not the best Rose of its class and color now in cultivation. One of the kind that we cannot have too many of. It is not excelled in growth by any Rose we know of unless it be **Jeannette Heller**, the strongest growing of all Roses. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double; delightfully fragrant. Buds large, pointed and beautiful.

MRS. A. BYASS—A truly wonderful Rose, almost impossible to describe. The color is rosy red shaded crimson, sometimes blotched with pale rose and white, an effect at once new and beautiful. Flowers very large and full, produced in great abundance on large stems. Strong growing, free blooming. Superb garden Rose.

GOLDEN GATE—This magnificent Rose has been freely used in the decorations at the White House; hence it is often called "The White House Rose." Color rich, creamy white, shaded with golden yellow and clear rose, of indescribable beauty.

MADAM HOSTE—A most exquisitely formed Rose of a soft, light canary-yellow, deepening in the center to pure golden yellow, beautifully flushed with pale amber. Edge and reverse of petals creamy white.

IVORY—A queen among white Roses. Golden Gate, known as the "White House Rose," has long been one of our best Roses, not only for outdoor cultivation but for cutting under glass. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color, which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Perle des Jardines

A Grand Old Favorite

This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced, and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong dwarf grower.

DUCHESSE DE BRABANT—A most beautiful Rose of a fine shade of soft, rosy pink, which deepens to bright rose. The bush is extra hardy and vigorous in growth, blooming constantly.

SUNSET—A strong, vigorous grower and free bloomer. Color rich golden amber or gold, shaded with dark ruby-crimson, producing a sunset effect.

BON SILENE—No new variety has superseded this Rose since its introduction in 1839. The color is deep rose, changing to pale light rose. This variety cannot be surpassed for bouquets and decorative purposes. In the open ground it grows to perfection, producing large crops of beautiful flowers from early spring until late in autumn.

SUNRISE—Everyone upon seeing this charming new variety in bloom for the first time invariably is carried away with the dazzling color effect—a color absolutely new, the buds showing the brilliant colors seen in no other Rose—scarlet and yellow to orange and copper; veritably a gorgeous combination of colors rivaling the sunrise of a summer day. Free blooming with beautiful, large, double flowers. The foliage is also new and distinct, heavy and leathery, free from insects, and has all the colors of autumn—old gold, red and crimson.

75c Each by express—for a limited number of extra large beautiful specimen plants, now in pots, of all Roses on this page. Handsome plants worth \$1.00. Please order **EARLY** as the Iron-Clad or Star size.

Prices of all Roses on this page, strong one-year-old plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 35c each, by express. **ALL ON OWN ROOTS.**

The Best of all Bedding Roses

The Souperets and Baby Ramblers

For cemetery planting, single specimens, hedges or for bedding or massing effects these are the best of all the Roses in cultivation. Once planted they are practically permanent; these varieties bloom all the time, they grow to a height of about two to three feet. One of the finest sights we have ever seen was a single specimen plant of Queen Scarlet which had attained a height of about four feet and which was as gorgeous as a clump of Salvias. These Roses should be planted in abundance. If you want a Rose garden these are the varieties for a quick show and a lasting one; hardy everywhere with ordinary protection.

CLOTILDE SOUPERT—There is no better Rose in cultivation than this magnificent variety. No matter the size of the plant, it will produce hundreds of exquisitely formed, daintily colored flowers, the first season and ever after. Its freedom of bloom is extraordinary; the blooms are very full, somewhat flat in shape; color ivory white shaded with silvery rose, with pink center. The bush is low growing, strong, stout and vigorous, and is a constant bloomer from early in the growing season until frost. A great cemetery Rose, in fact this variety is the finest general all around Rose in the world. Perfectly hardy.

QUEEN'S SCARLET—This splendid old-fashioned Rose stands today all alone so far as merit is concerned in its class, and wherever a gorgeous effect is wanted. The bush grows to a medium height with all the vigor of a wild Rose and the flowers are produced in masses and the plant in all seasons, whether hot or dry, presents a sheet of bloom; the color is unlike anything else in the Rose family, is a deep velvety-scarlet, wonderfully rich and brilliant. Hardy everywhere. A wonderful Rose.

PINK SOUPERT—A delightful polyantha, identical with Clotilde Soupert, except in color of flowers, which is clear, lively pink.



A Bed of Baby Rambler Roses.

Madame Eugene Marlett

One of the greatest garden Roses, wonderfully strong growing, making a sturdy bush about four feet high; heavy leathery foliage like June Rose; free from insects; bears enormous clusters of large, full, double crimson flowers of extraordinary beauty and exquisite fragrance.

CHAMPION OF THE WORLD—The name describes it, for of its color it is surely a champion. It flowers continuously the whole season through. Bears in greatest profusion flowers of fine size, full, deep and double; color lovely clear deep pink.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed

Charming Baby Rambler Roses

Dainty, dwarf-growing Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

White Baby Rambler

(Catherine Zeimet). This novel Rose has the characteristics of the other Baby Ramblers, but differs in the color of its flowers; they are pure white and borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

Orleans Rose

A new Baby Rambler and the sensation of all Europe. The best and prettiest of all the Baby Ramblers. This charming variety looks like a huge bouquet and is always blooming; flowers deep pink with showy center of pure white. Strong growing and a very extraordinary Rose.

Price of Baby Rambler Roses, strong, one-year-old plants, 15c each, postpaid, any 4 for 50c; larger size, 25c each, any 5 for \$1.00; two-year-old plants, extra strong, 45c each; still larger plants, Star size, 75c each, by express.

Crimson Baby Rambler

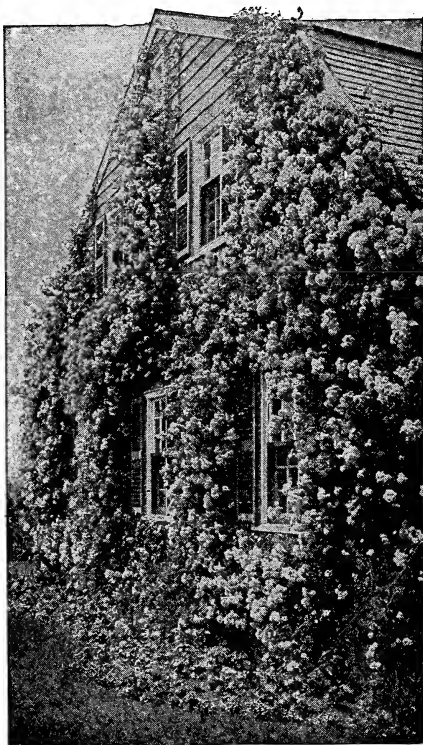
Has long been the most popular of all the Baby Ramblers. Color clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding. Free from insects and absolutely hardy everywhere.

Phyllis

Considered by many to be the finest of the pink Baby Ramblers. The color is the shade of the Lawson Carnation—beautiful carmine-pink. Grows to a height of two feet; very hardy; always in bloom; flowers are produced in continuous succession in large clusters.

Hardy Climbing and Rambler Roses

These are the Roses so necessary for the home, giving to it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They have also a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings, etc. The Wichuraiana Roses are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attacks. All are hardy everywhere except where noted.



Tausendschon, or Thousand Beauties Rose.

Lady Gay

Deep, rich, rosy-pink flowers. The plants are hardy and vigorous; foliage dark glossy green. It forms large, loose trusses, containing from fifty to one hundred brilliant flowers and elegant buds. Hardy everywhere.

YELLOW RAMBLER (Aglia). Flowers deep yellow and very fragrant. Hardy everywhere.

WICHURAIANA OR MEMORIAL ROSE. This is the original "Memorial" Rose, and once planted is practically everlasting. It creeps like an Ivy closely to the ground. A wonderful July bloomer. Splendid for covering cemetery plots and graves. Flowers pure white with golden yellow center; of nice size. Nothing better for covering arches, fences, pagolas, etc.

We Pay Express Charges On all orders to any point in U. S.

Tausendschon, or Thousand Beauties

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the very fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing. There is no other Rose in cultivation like it. It is a strong grower, with but few thorns, and absolutely hardy.

PHILADELPHIA CRIMSON RAMBLER. This variety of Crimson Rambler has become one of the most popular on account of its improvement over the old form of the same variety. Its flowers are deeper in color, but brighter in effect, being a more vivid crimson. They are borne in magnificent clusters, and bloom earlier in the season. The foliage is handsome in shape and retains its bright, fresh color all season. The plant is absolutely hardy in all parts of the country and is wonderfully swift and thrifty in growth.

AMERICAN PILLAR—A new climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of red berries, which are highly ornamental.

JEANNETTE HELLER BRINGS REORDER.

Baltimore, Md., October 9, 1915.

Gentlemen: I want the above colors; hope they are same kind of growers and bloomers as your Jeannette Heller you sent me last fall. It is a beautiful Rose and fine bloomer. W. T. SCHLOTTERBECK,

EVERBLOOMING CRIMSON RAMBLER.

This great new Climbing Rose (Flower of Fairfield) is the sensation of the Twentieth Century. It blooms all the time. It is a reproduction of the old Crimson Rambler, which blooms only in June and July, except this wonderful new variety blooms the whole summer long, producing its gorgeous crimson flowers in massive clusters with amazing profusion. Strong, powerful grower, young plants making a growth of 10 to 20 feet and blooming profusely the first year. Absolutely hardy everywhere. Magnificent foliage, does not mildew or turn white like the old variety sometimes does.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Prices on all Roses on this page, strong, one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 40c each; still larger plants, in Star or Iron-clad size, 75c each, by express. ALL ON OWN ROOTS.

Excelsa--A New Hardy Climbing Rose of Wondrous Beauty

A sensational new hardy climbing Rose. Best described as an improved Crimson Rambler with heavy, glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in large trusses of thirty to forty. Color intense crimson—new and distinct. A great hardy Rose.

DOCTOR W. VAN FLEET—A splendid hardy Rose, large flowers about four inches across, full and cup-shaped; color flesh pink deepening to rosy flesh in center. Very fragrant, perfectly hardy and free from insects.

ALBERIC BARBIER—A great new yellow Climbing Rose. This is the very best hardy yellow Climbing Rose in cultivation and should be in every garden. Will grow in almost any soil or situation, good or bad. Entirely free from insect attacks; beautiful, heavy, wax foliage, which shines as if varnished. The beautiful yellow flowers are unusually full and double, and are produced sometimes singly, sometimes in clusters, with great freedom.

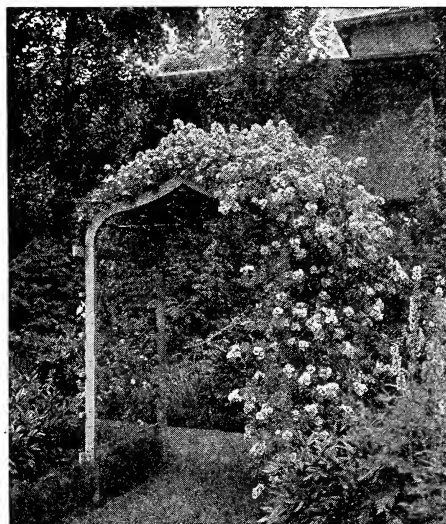
LADY GODIVA—A magnificent new Climbing Rose of the style of White Dorothy, bearing great masses of shining white flowers in handsome clusters. The plant is most vigorous in growth, with beautiful foliage, which is impervious to attacks of insects.

KEYSTONE—First and only hardy everblooming, yellow climbing Rose; flowers of great size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has been proved to be absolutely the finest Rose of its kind ever offered. It grows more freely than any other climbing Rose, is perfectly hardy everywhere, blooms in wonderful profusion, is absolutely immune from insect attacks and has a vigor of constitution found in no other Rose.

Climbing American Beauty

Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty, practically. Large flowers, each produced on separate stems, vivid rosy/crimson in color, with delicious fragrance. Borne in the greatest profusion throughout the growing season. Foliage tough and leathery, deep glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. Splendid in the South. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Ours is the genuine stock. Absolutely true to name, on its own roots. **Strong, one-year-old plants, 20c each; larger size, 30c each, postpaid; strong, two-year-old plants, 50c each; large Star size specimen plants, 75c each, by express.**

Price of Roses on this page, except as noted, strong, one-year-old plants, 15c each, 4 for 50c; larger size, 20c each, postpaid; strong, two-year-old plants, 40c each; still larger plants, in Star or Iron-clad size, 75c each, by express.



Excelsa, a Greatly Improved Crimson Rambler.

Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

WHITE DOROTHY—This is a white form of the beautiful Dorothy Perkins, by many considered the finest hardy climbing Rose grown. In all respects it is like its parent, save in its flowers, which are of a pure glistening white. Like the pink Dorothy, the flowers are borne in great clusters. The plant is absolutely hardy under all conditions and is a strong, rampant grower, covering a large porch or trellis in a remarkably short time.

BLUE ROSE, or VEILCHENBLAU—It is one of the most rampant growers we have ever seen, covering a large porch in a single season. The flowers are borne in loose clusters and are of a delightful shade of blue—something entirely different from any Rose in cultivation.

We Pay All Express Charges On all orders to any point in U. S., proper, and guarantee safe arrival and satisfaction.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Everblooming Hardy Climbing Roses

Climbing Clotilde Soupert

A Wonderful Hardy Climbing Rose in Constant Bloom

An offspring of that famous Rose, *Clotilde Soupert*, this beautiful, hardy, everblooming climber is excellent in every way. The smallest plants will attain a height of fifteen to twenty-five feet in a single season, branching extensively, and produce cluster after cluster of the most finely formed flowers throughout the entire growing season—large, round, perfectly double, with beautifully imbricated petals, the odor of which is delightful. In color they are ivory-white, shading in the center to silvery rose. Perfectly hardy.

MRS. ROBERT PEARY—The greatest of all white, hardy, everblooming Climbing Roses. Climbing form of *Kaiserin Augusta Victoria*. A strong and rapid grower, coming to perfection in the open ground. It is absolutely hardy and will withstand the most severe winters unprotected. Small plants will bloom continuously throughout the season and the flowers are magnificent. The buds are long and pointed, finely modeled and gracefully finished. The flowers, when open, are of splendid substance, extra large, deep and double, produced on long, stiff stems, like those of a forcing Rose.

CLIMBING MARIE GUILLOTT—One of the grandest of all white everblooming climbing Roses, of which too much can not be said, because of its splendid vigorous growth, magnificently formed white flowers, and the profusion of the bloom even on the youngest plants, the first year from early spring until frost. Make no mistake about this being one of the great hardy everblooming Roses.

REINE MARIE HENRIETTE—One of the best of all crimson climbing Roses, with finely formed double flowers. Hardy.

CLIMBING CRIMSON BABY RAMBLER—This variety is a remarkable step forward among everblooming climbing Roses, as it bears continuously, all summer, great masses of bright crimson flowers in immense trusses. Foliage is not subject to blight or mildew, is a great grower, perfectly hardy everywhere and is a strong, vigorous climbing type of the famous dwarf *Crimson Baby Rambler*.

JAMES SPRUNT—A handsome climber bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

EMPRESS OF CHINA—Soft, dark red, changing to light pink, like an apple blossom. Splendid hardy climbing Rose.



Climbing Clotilde Soupert.

Marechal Neil

This is the wonderful climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture.

CLIMBING METEOR—A sport from *Meteor*, famous for its magnificent flowers. Dark, velvety crimson, the equal of any Rose in cultivation.

Price of Roses, except where noted, strong, one-year-old plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong, two-year-old plants, 40c each; still larger plants, all varieties, in Star or Iron-clad size, 75c, by express. ON OWN ROOTS.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Hardy Hybrid Perpetual, or June Roses

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These Roses are perfectly hardy in all sections of the country and are particularly suited for open ground planting, where they soon grow into large, vigorous bushes, and for that reason growers find our larger-size plants much cheaper in the end as they can be used with satisfaction in creating quick effects in planting. We offer only the choicest and most desirable types, the best of the entire class—all on their own roots—pot grown. The smallest sizes are grown in large pots and are not "slips."

Paul Neyron

The Largest of All Roses.

This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 inches across. In color it is a most beautiful shade of clear, deep pink, and even with its large size, it never looks gross. The flowers are distinctively handsome in form, having as a rule a double center. The bush is a strong, vigorous grower, clothed with handsome green foliage.

GENERAL JACQUEMINOT. This is the old standard garden June Rose by which all other red Roses are judged. We doubt if any other Rose in our list is better known than this old favorite—in fact, so universally popular is it that in the minds of many Rose-lovers, all red Roses are "General Jacks." There is no Rose better suited to outdoor culture, as the bush grows into a very large, sturdy specimen which bears its gorgeous red flowers in the greatest profusion. In color the flowers are a glorious, shining crimson with very dark shadows, forming one of the handsomest of all Roses.

ANNA DE DIESBACH (Glory of Paris). Brilliant rose-color. The large and perfectly formed blooms have long, pointed petals and are delicately scented. Hardy and vigorous.

FRANCOIS LEVET. Distinguished for its large, beautifully formed flowers, cherry-pink, delicately shaded carmine and blush. Highly fragrant and free blooming.

MADAM ALFRED CARRIERE—Color rich creamy white, tinged with pale yellow; extra large and full; very double and sweet. Absolutely hardy everywhere and especially valuable for cemetery planting and like purposes. A great Rose; once planted, will last a lifetime.

DINSMORE—Popular for garden planting on account of its hardiness and vigor of growth; constant and profuse bloom, which begins soon after planting and continues all through the season. Flowers are large and perfectly double; color rich crimson-scarlet.

BLACK PRINCE—Much sought after because of its dark crimson flowers, which are shaded so deeply as to be almost black; cupped large, full, fine-shaped.



Paul Neyron
Rose.

Gloire Lyonnaise

As free blooming as a Hybrid Tea, with beautiful, large, pointed buds and immense flowers on strong, heavy stems; open flower enormous, full, deep and double. Color rich, creamy white, passing to salmon-yellow. Absolutely hardy.

LOUIS VAN HOUTTE—Brilliant crimson; large, full and fragrant. A beautiful variety.

MAD. MASSON—It is entirely hardy, blooms nearly all the time, bearing numbers of large, full, double flowers of unusual beauty and wonderful fragrance; clear, bright rose; distinct and charming. A great Rose.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Prices of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong, two-year-old pot-plants, 45c each; still larger plants, Iron-clad or Star size, 75c each, by express.

Wonderful Everblooming Canna Lilies



A Bed of Large Flowering Canna Lilies.

Price on all Cannas, except where noted, strong, thrifty pot plants, 20c each, 6 for \$1.00, \$2.00 per dozen, postpaid.

Standard Cannas

Ex. Crampbell. Rich crimson.
Express. Vivid scarlet-crimson.
Niagara. Great handsome trusses, rich deep crimson, bordered gold.
Coronet. Bright canary yellow. Immense spikes.
Pres. Cleveland. Large flowers, rich bright orange-scarlet. 3 feet.
Louise. Large flowering, rosy-pink streaked with red. 5 feet.
Patric. 4 feet. Intense light crimson; good for massing.
Richard Wallace. Canary yellow; bleaches very little. 5 feet.
Philadelphia. Crimson-scarlet.
J. D. Eisle. Vermilion-scarlet.

Giant Orchid-Flowering Cannas

America. Bronze foliage. Beautiful shade of red. Great trusses; 5 feet.
Grand Rouge. Reddish brown foliage with small red flowers; 6 to 7 feet.
Majestic. Gigantic. Foliage a bluish green; bronze flowers with brilliant bronze, red flowers of medium size.
President Favire. A giant; grows 8 feet; bronze foliage. Crimson flowers.
President Carnot. Enormous red foliage. Scarlet flowers. Grows 7 feet.
Wyoming. Majestic. Growing 7 feet high; great enormous orchid shaped flowers with immense petals.
Burbank. Grows 6 feet with giant flowers, nearly double, rich yellow and spotted crimson.
Italia. Immense trusses, giant flowers, brilliant red petals bordered with yellow. 6 feet.
Black Prince. Magnificent. Velvety maroon. Flowers of great size; rich, rare. 5 feet.
Pennsylvania. Deep scarlet, immense size, gigantic and majestic. 6 feet.
Indiana. Glistening golden orange.
Allemania. Yellow splashed with red. 5 to 6 feet.
Louisiana. Orchid-flowering. Vivid scarlet. 5 feet.

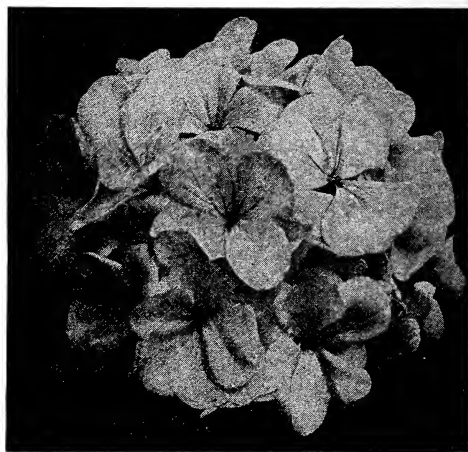
Novelties in Cannas

William Saunders. A magnificent bronze foliated variety, bearing immense bright scarlet flowers in great heads or clusters. 4 ft. 25c each, 5 for \$1, postpaid.
King Humbert. A glorious Canna. The finest we have ever seen. Grows to a height of about five feet. Immense dark bronze foliage with great heads of orange scarlet flowers, striped crimson. 25c each, 5 for \$1, postpaid.
Rosea Gigantea. Flower heads of immense size and a tremendous showy variety, growing to a height of 4 ft. Produces flower heads that are simply gorgeous in appearance. Color carmine pink. 25c each, 5 for \$1, postpaid.
Mrs. Alfred F. Conard. A marvelous Canna; color salmon-pink, flowers immense in size. 25c each, 5 for \$1, postpaid.
Gladiflora. 3½ feet. Flowers resemble an immense Glad-ioli; petals wide and overlapping, color crimson, changing to carmine-rose, edged with gold. 25c each, 5 for \$1, postpaid.
Gladiator. Yellow spotted with red. Immense flowers, large heads, splendid. 5 ft. 20c each, 3 for 50c, postpaid.
Venus. Bright rosy-pink with mottled border. Immense trusses and very beautiful. 4 ft. 20c each, 5 for \$1, postpaid.
Improved Mount Blanc. Magnificent glistening pure white flowers. 3 ft. Strong pot plants, 25c each, 5 for \$1.00.

Choicest Geraniums

Alphonse Ricard. Double; bright vermillion.
Beaute Poitevine. Double; shrimp-pink, shading to white.
Berthe de Presilly. Semi-double silvery rose-pink.
Comtesse de Harcourt. Double; pure white.
E. H. Trego. Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.
Jean Oberle. Semi-double; peach-pink, gradually shading to almost pure white at outer edge of petals.
Jean Vaud. Double; bright, clear shade of mauve-rose, shading to a clear white throat.
La Favorite. Double; pure white.
Leon Baudrier. Semi-double; carmine-lake shading soft cerise to a large white center.
Madame Recamier. Double; snow-white.
S. A. Nutt. Double; dark red.
Thomas Meehan. Single; brilliant rose-pink.
Marq. de Castellane. Double, beautiful soft crimson varying to tomato red. Flowers large, perfect, produced profusely all summer.
Fener. Single, brilliant crimson red.
Edmund Blanc. Single. One of the handsomest and brilliant Geraniums of cerise color. Rich carmine shaded around a white eye.
Abbie Schafer. Double. A beautiful soft pleasing crimson scarlet.
General Grant. Double. Bright orange-scarlet flowers, profusely produced during entire season.
Admiration. Single. Robust; bright rose-shrimp-pink flowers.

Price, strong, thrifty plants, ready for immediate effect, 15c each, \$1.50 per dozen, in one or assorted varieties, postpaid.



Single Geranium.

Special Offer One each of the entire list of 17 varieties named above, in stout, thrifty plants, each one labeled, \$2.00, postpaid.

Handsome Large-Flowering Carnations

We grow Carnations to a perfection seldom seen elsewhere for it is one of our leading specialties and we are equipped to grow them as they should be grown. We devote a mammoth greenhouse to their production, and with pure air, finest soil and most modern equipment the growing conditions are ideal. Our plants are wonderfully healthy. Our out-put for this year will exceed one hundred thousand plants and they are not to be compared with the small, cheaply grown plants sent out in "bargain offers" and "cheap collections."

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter. We offer the finest varieties in cultivation and our special \$1.00 offer is the greatest value for the money of plants ever made, the quality of the plants considered.

Novelties in Carnations

Mrs. C. W. Ward. Strong. Clean grower, color beautifully light pink. Grand variety.

Dorothy Gordon. An improved Rose Pink Enchantress; very free in production of bloom.

White Perfection. A worthy companion to White Enchantress. Perfection in every way.

May Day. Very free blooming, strong growing, magnificent flowers; color delightful shade of pink.

Gloriosa. Pure glistening pink, excellent growth.

15c each, 12 for \$1.50, postpaid.

White Wonder. Great strength and freedom of growth, large pure white.

Harlowarden. Bright crimson. Very large flowers on long stiff stems.

Sangamo. Delightful crimson, large full flowers. Long, stiff stems.

Rose-Pink Enchantress. Deeper pink than Enchantress.

Winsor. Clear silvery pink. Very large flowers. Exquisite.

Alma Ward. New white variegated, large and fragrant.

Standard Varieties in Carnations

Apple Blossom (new). Handsome white flower, daintily marked pink.

Beacon. Dazzling scarlet; very large and full.

Boston Market. Standard white.

Lawson Enchantress. Brilliant pink; fine shade; large size.

Pink Enchantress. Deep pink; large and full.

Victory. Brilliant red; extra large flower and particularly free in bloom.

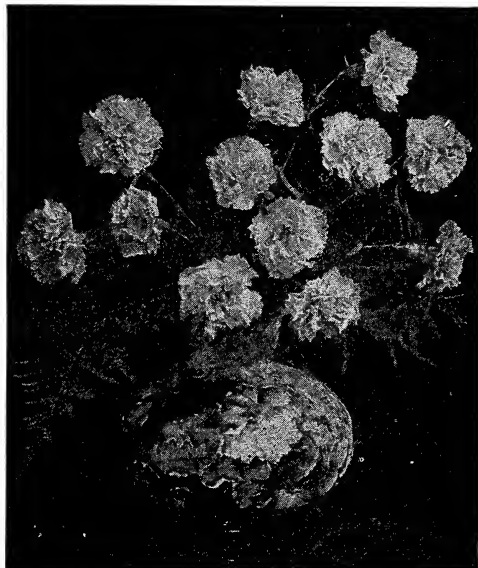
White Enchantress. A magnificent large, white flower of splendid form.

W. H. Taft (new). Brilliant pink; splendid size and form.

Georgia (new). A great new white; exquisite.

Special Offer 15 strong, healthy plants, our selection, of these magnificent Carnations, postpaid, for \$1.00.

Prices of all Carnations on this page, except where noted, strong, vigorous pot plants, 10c each, 6 for 50c, \$1.00 per dozen, postpaid, in one or assorted varieties, purchaser's selection.



Carnations and Asparagus Plumosus.

The Best in Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. These magnificent plants are the glory of the autumn garden. We find pot-grown plants produce more flowers than dormant roots. We offer only the best varieties.

Price of all varieties, in strong, well-rooted pot-plants, 15c each, 4 for 50c, \$1.50 per dozen, postpaid, in assorted varieties, purchaser's selection.

Show Dahlias

A. D. Livoni. Pink; splendid, large flowers; grows tall.

Queen of Yellows. Brilliant, golden yellow; very large.

Miss May Loomis. Dainty flesh-tinted pink; splendid form.

Harry Freeman. Snow-white; large and finely formed.

Red Hussar. Brilliant cardinal-red; very large.

White Swan. Large, pure white.

Princess Victoria. The finest pure yellow Show Dahlia in existence. Clear, pure canary yellow without a trace of any other color from bud to old age. Long, slender stems. An early and profuse bloomer.

Storm King. The earliest white show Dahlia; perfect form and extremely profuse bloomer.

Cactus Dahlias

Kreimhilde. Deep rosy pink with lighter center. A distinct and valuable variety, as the flowers keep a long time after cutting.

Decorative Dahlias

Mrs. Roosevelt. Exquisite; soft pink; the largest of its class.

Capstan. Bright red and apricot, free-flowering.

Dorothy Peacock. Immense in size; color beautiful pink; magnificent form.

Jack Rose. Deep, dark red.

Clifford W. Burton. The finest yellow in its class. Magnificent flower.

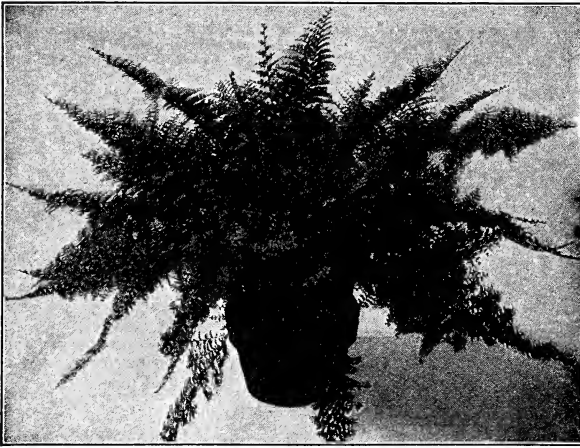
Nymphae. Pink and white; looks like a water-lily in color.

Sylvia. Varies from white to pink; large and fine.

Grand Duke Alexis. White tips edged pink. Immense blooms of perfect form; simply grand.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Beautiful Decorative Ferns



The Beautiful Whitman Lace Fern.

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. These are now the three distinct varieties—and the best in commerce.

BOSTON FERN. Long, broad fronds, drooping gracefully and forming a plant of immense size.

WHITMAN'S LACE FERN (Whitmanii). Most beautifully cut and frilled foliage, the fronds being large and broad.

ROOSEVELT. New and the grandest of all, with fronds beautifully frilled and waved.

WHITMANII COMPACTA. This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent, the pinnae subdividing, making miniature fronds, looking as if two or more were condensed in one. Graceful beyond description.

TEDDY, JR. New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant. Produces nearly four times as many fronds as any other Fern introduced. Compact, vigorous grower and thrives under most any condition.

Price of all Ferns, strong, shapely plants, 20 cts. each, any 3 for 50 cts; larger size, 30 cts. each; still larger, 50 cts. each, postpaid.

Charming Gladioli

The Gladiolus is growing more popular each year, both for blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned.

America. The very best pink; large spike, splendid flowers. 15 cts. each; 4 for 50 cts.

Brechleyensis. Vermilion-scarlet; extra large. 5 cts. each; 50 cts. per dozen.

Brilliant. Orange-red with carmine and white throat. 10 cts. each; 6 for 50 cts.

Columbia. Light orange-scarlet, marked with purple. 8 cts. each, 7 for 50 cts.

Easter. White, tinged lemon. Early. 7 cts. each, 8 for 50 cts.

Emma Thursby. White with carmine stripes. 10 cts. each, 6 for 50 cts.

Special Offer One each of the entire set of 13 splendid Gladioli above, in strong, sure-to-bloom bulbs, \$1.00, postpaid; 2 complete sets, all labeled, \$1.75, postpaid.

Superfine Mixture All colors of Gladioli, fine, blooming bulbs, not named, that will make a splendid show in the gardens and supply a multitude of cut-flowers: 50c per dozen, \$3.50 per 100, postpaid.

Florida. Very dark red. Extra early. 8 cts. each, 7 for 50 cts.

Henry Gilman. Salmon-scarlet, white bands. 8 cts. each; 7 for 50 cts.

Jessie. Velvety red; long spike. 8 cts. each; 7 for 50 cts.

Lamarck. Cherry red with orange markings. 7 cts. each, 8 for 50 cts.

May. White, crimson blotches. 8 cts. each, 7 for 50 cts.

Marie Lemoine. Creamy white flushed with lilac and spotted with violet. 10 cts. each, 6 for 50 cts.

Salem. Salmon-pink with maroon blotches. 10 cts. each; 6 for 40 cts.

Calla Lilies

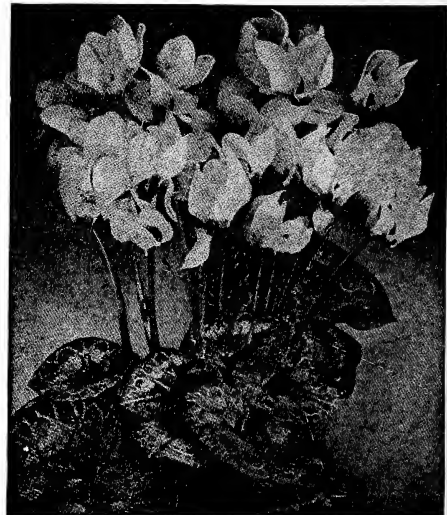
NEW WHITE CALLA (Lily of the Nile). Handsome white flowers and broad foliage. 20c each, postpaid.

SPOTTED CALLA. Handsomely marked foliage and white flowers with black throat. 20c each; larger size, 30c each. Fine large bulbs, 20c each, postpaid.

NEW YELLOW CALLA. Bright golden yellow and very fragrant. A grand novelty. 20c each, 6 for \$1.00, postpaid.

Giant Persian Cyclamen

Without a question one of the very best of flowering house-plants. It is literally in bloom all the time, and the warmer the house the more profusely it will bloom. Will grow to perfection on a window sill and not be affected by cold draughts. There is nothing finer for hanging baskets. The foliage is dark olive-green, charmingly variegated with silver and rose. The flowers are odd in shape, of a beautiful variety of colors—white, pink, red, crimson, and suspended on long, stiff stems. Strong pot-plants, 20c each, 3 for 50c, postpaid.



Giant Persian Cyclamen.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.

Magnificent Peonies

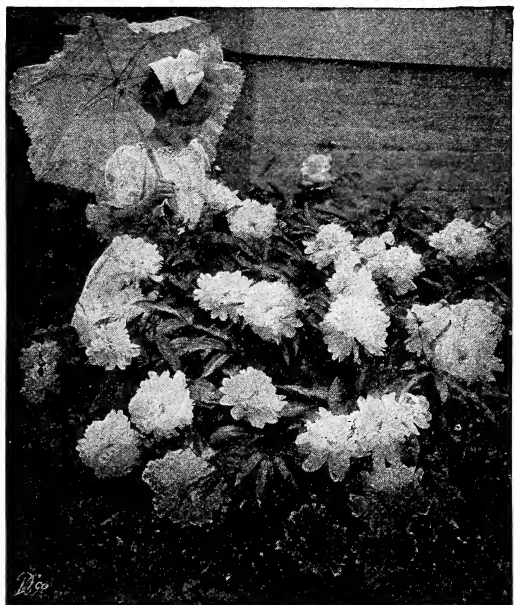
Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Our list of Peonies we recommend as being the very best of the thousands of sorts in the trade, many of which are duplicates of other kinds.

Select List of Peonies

Caroline Allain—Guard petals rose, center flesh and salmon.
Canary—White, with primrose center.
Candidissima—Creamy white, with sulphur-yellow center.
Delachi—Dark crimson; finely formed flower; free in bloom.
Duke of Wellington—Creamy white; very full and fragrant.
Edulis Superba—Soft pink, magnificent; one of the most popular.
Faust—Soft lilac guards, pink center.
Insignis—Violetaceous pink.
Jeanne d'Arc—Pink guard, sulphur color and pink, tufted center.
Lady Bramwell—Splendid silvery rose, with large guard petals.
Louis Van Houtte—Velvety cerise red; fine flower.
Modeste Guerin—Bright, purplish carmine; very large.
Nobilissima—Deep pink, with silvery border; large.
Prolifera Tricolor—Flesh-pink guards, center golden yellow; red tuft.
Festiva Maxima—Splendid white, with flakes of carmine on center petals. One of the finest. Very profuse in bloom; early and fragrant.
Rosea Humel—Rose-pink; very large, late; intense fragrance.
Rosea Elegans—Soft rose-pink.
Rubens—Very dark purple-maroon, with golden stamens.
Rubra Triumphans—Deep crimson-maroon; earliest of the crimson sorts.
Triomphe du Nord—Purplish pink, with flesh-pink shadings.

20 Percent Discount Except where noted given from all prices, all shipping charges paid and a Rose free with every order of \$1.00 or more. Safe arrival and satisfaction guaranteed or money refunded.



Festiva Maxima.

Old-Fashioned "Pineys"

These are the "Pineys" of the old-time garden—the varieties from which all the modern varieties have sprung—and bloom profusely in time for Memorial Day flowers. In spite of the beauty of the more modern and fancy kinds, these old "Pineys" are the favorites of many. Our roots are the strong, sure-to-bloom kind, and will prove a revelation to the Peony-lover.

Bright Crimson (*Officinalis rubra plena*)—Splendid, large crimson, very full.

White (*Officinalis alba*)—White.

Rose-Colored (*Officinalis rosea*)—Flowers bright, rosy red.

Price of all Peonies in the above list, in strong, two- and three-eyed roots, 40c each, \$4.00 per dozen, assorted as desired, postpaid.

Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden.

Price of Hardy Perennial Phlox, now in pots, in strong, vigorous, field-grown plants, 20c each, 6 for \$1.00, \$1.90 per dozen; one each of the 21 varieties, \$3.25, postpaid.

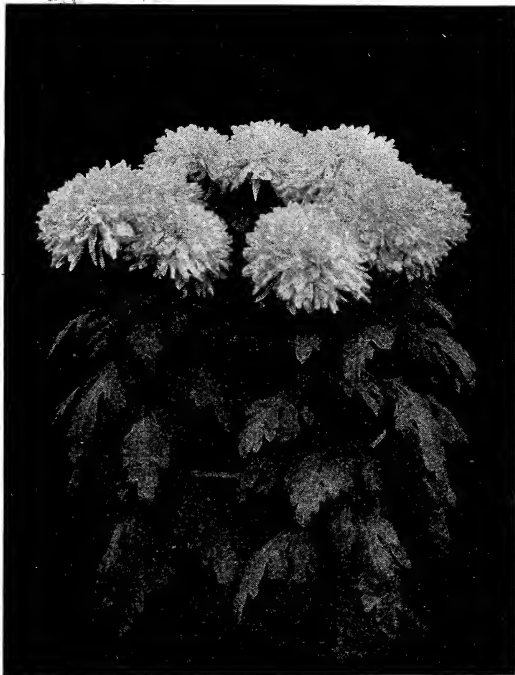
Descriptions of Phlox

Pyramid. Early pure white variety. Large, showy heads. Very distinctive.
Rynstrom. Deep pink. Very large flowers.
Eclair. Purple crimson, with light halo. Large flowers.
Ball of Fire. Bright brilliant red.
Coquelicot. Fine pure scarlet with deep carmine eye. One of the brightest of all Phlox.
Etna. Dark crimson and orange. Large flowers.
Pantheon. Uniform bright carmine-rose. Very effective.
Gen. Van Heutz. Salmon-red, white eye.
Iris. Large flowers of blue.
Josephine Gerbeaux. Cherry-red center with white margins.
Cobra. Magnificent glowing pink; immense trusses.
Eugene Dansaouvillers. Immense flowers of porcelain (China) blue; very beautiful.

Augusta. A grand carmine-red.
Gladstone. Early flowering; large in size; beautiful carmine-red.
Antoinette. A beautiful new white; large flowers and immense trusses.
Paul Flisha. Massive heads of lilac-rose.
King Harold. Bright pink, carmine spot on each petal; very distinct.
Rose Queen. A brilliant pink with carmine center; very beautiful.
Lottie Kohler. A grand blush white; large in size.
Elizabeth Campbell. Beautiful delicate pink; striking.
Frau Rushner. Enormous in size; white with lilac tube.
Capri. A grand salmon-pink; very beautiful.

Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming in September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine, and quickly make large, handsome bushes. If large specimen flowers are wanted pinch off all buds except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in a cool, dark place; in milder climates they are perfectly hardy.



Heller's Superb Chrysanthemum.

For \$1.00 we will send to any address, postpaid, 16 choice Chrysanthemums, strong plants, our selection, distinct and different. You will not be disappointed by leaving the selection to us. This is the most liberal offer ever made.

Clematis Paniculata

Beautiful flowering vine, which, in late August and September makes such a glorious display of its great masses of small, white, fragrant flowers, giving the vine the appearance of being literally covered with a sheet of bloom. This is the most wonderful of all hardy flowering vines. It is absolutely hardy everywhere, grows with astonishing rapidity and in a short time will adorn your porch in a way that will delight you. Strong, vigorous one-year-old field-grown plants, 15c each, 4 for 50c; large size, 25c each, 5 for \$1.00, postpaid; extra large, immense field-grown plants, 50c each, by express only.

The English Clematis

A fast-growing hardy vine with small, refined foliage, and bearing a wondrous profusion of gorgeous, large, five-petaled flowers in various colors, as below:

Jackmanii. Deep royal purple flowers.
Anderson Henryi. Large, creamy white.
Madame Edouard Andre. Carmine-red.
 Large, strong, imported two-year-old plants, on own roots, 50c each, 3 for \$1.25, postpaid.

Early Flowering Varieties

Golden Glow. Magnificent large yellow.
October Frost. Fine white.
Smith's Advance. Earliest white.
Unaka. Perhaps the best of all early whites.
Rosiere. Magnificent pink.
Pacific Supreme. Second early pink.
Early Snow. Second early white.
Gloria. Second early light pink.
President Taft. Immense. Incurved flowers; purest white.
Gloria of the Pacific. Splendid showy pink.

Mid-Season Flowering Varieties

Ivory. Dwarf growing, magnificent white.
Alice Bryon. A glorious incurved pure white.
Yellow Chadwick. Bright yellow. Fine.
W. H. Chadwick. White, large and beautiful.
Miss Minnie Bailey. Bright pink.
William Duckham. Splendid pink.
Maud Dean. Incurved bright pink.
Col. Appleton. The grandest mid-season yellow.
Polly Rose. Beautiful white.
Estella. Large, creamy white.
Dolly Dimple. Fine, large yellow.

Late Flowering Varieties

Dr. Enguehard. Beautiful true pink. Ball shape.
Mrs. Jerome Jones. Gorgeous white flowers. Enormous.
Intensity. Magnificent large reflexed bright crimson flowers. The best of its color.
Jeanne Nonin. Magnificent pure white.
Yanoma. Large reflexed white flowers; late.
White Bonaffon. Pure white; beautiful ball-shaped flowers.
Yellow Bonaffon. Bright yellow. Standard of its color.
Timothy Eaton. Magnificent white. Very large.
Yellow Eaton. Immense. Golden yellow.

Pompons

Kitty Bourne. Small yellow. Very hardy.
Mary Richardson. Old gold with bronze tinge. Very hardy.
Diana. Beautiful pure white. Hardy.
Mrs. Vincent. Bright scarlet-crimson. Very double. Hardy.
Adelaide. Magnificent. Full bright pink. Very hardy.
Magnificent. Very strong yellow. Hardy.

Price of all Chrysanthemums on this page, strong plants, 10c each, 6 for 50c, 12 for \$1. In one or assorted varieties, postpaid.

Glorious Set of Six Superb Chrysanthemums

For 50c we will send postpaid the following Four Superb Chrysanthemums; **Intensity**, red; **Gloria**, pink; **Major Bonnafon**, yellow; **White Eaton**; also two others of equal value of our selection—six in all for only

50c POST PAID

Safe arrival guaranteed.



**Rose
Plants**

GREAT TRIAL OFFER

**Plant
Now!**

(NO DISCOUNT ALLOWED ON THIS OFFER)

This marvelous collection has made for us a world-wide reputation and stands for quality and quantity. Over fifty thousand (50,000) sets sold to date, the greatest sale of history. We stake our reputation on its pleasing you—we do more—we guarantee it to please you or money back.

16 Strong, Vigorous Rose Plants, \$1 ALL SHIPPING PAID
Hardy Everblooming Varieties

Ours is the greatest stock of Rose plants on own roots on this continent. In our Collection are many wonderful varieties almost unknown. We want you to know them as we do, hence this wonderfully liberal offer—16 strong, sturdy Rose plants, all different kinds, no two alike, our selection, properly labeled, postpaid for \$1.00 and safe arrival guaranteed anywhere in the U. S. A. The famous American Beauty Rose was introduced through a Trial Collection, as well as many other famous Roses. This Collection embraces the most beautiful Roses in our big establishment and includes the best hardy everblooming varieties.

They Will Bloom Freely This Year Everywhere, If Planted Now!

This collection will include such great novelties as Mrs. B. R. Cant, an extremely strong growing Tea Rose, hardy and everblooming. Very double. Color a deep rose, with silvery rose center, Pink Maman Cochet, the queen of all pink garden Roses. Full and double. Hardy and everblooming. Color clear, rich pink, changing to silvery rose.

HELLER BROTHERS COMPANY, New Castle, Indiana

Queen of All Crimson Bush Roses—Rhea Reid—Free!

The illustration on this page shows this wonderful new crimson bush Rose, **Rhea Reid**—the greatest Rose of its color now known. Exquisitely beautiful, gorgeous flowers, blooms all the time. Hardy everywhere. Grand in growth—a single plant will produce a profusion of flowers this year! And such flowers! Deep, double, immense in size, magnificent scarlet-crimson.

MENTION THIS OFFER—where you saw it—and we will include Free a strong plant of this great Rose in every Trial Collection ordered, making seventeen plants in all!

Selling Prices of Rhea Reid First size, 20 cts. each, six for \$1.00; Special Size, 25 cts. each; two-year-old plants, 45 cts. each, \$5.00 per dozen; Star Size, enormous plants, 75 cts. each; all shipping charges paid. These prices subject to a discount of 25 per cent,—1/4 off.

The Magnificent JEANNETTE HELLER Collection of Roses

Every spring we receive thousands of letters asking us to name a collection of Garden Roses for home planting. Here it is! Includes our famous Jeannette Heller and nine other best Garden Roses in the world. Has hardiness, vigorous growth, freedom of bloom, color and beauty of flower. All labeled and sent postpaid with safe arrival and delivery guaranteed to any point in the U. S. A.—10 for \$1.

Absolutely
the Best
Bush Rose
in the World

JEANNETTE
HELLER
AND HER
ROSE

These Are the Varieties

Jeannette Heller, exquisite blending of pink and lighter shades, magnificent variety **Pink Maman Cochet**, the great pink garden Rose, flowers immense in size. **Richmond**, deep, glowing crimson, a rival of the **American Beauty**. **Kaiserin Augusta Victoria**, the great creamy white Rose; magnificent flowers. **White Maman Cochet**, superb, vigorous as an oak. **Killarney**, a great pink garden Rose, magnificent flowers. **American Beauty**, the queen of all Roses, crimson, flowers of gigantic size, delicious fragrance. **Jonkheer J. L. Mock**. The finest everblooming hardy pink garden Rose. **Climbing American Beauty**, a real American Beauty, and a vigorous, hardy climber. **Lady Hillingdon**. Beautiful yellow, hardy everblooming Tea Rose.

WE PAY ALL THE SHIPPING CHARGES TO YOUR DOOR

One each, strong plants—10 superb Roses above for \$1.00; larger size, 10 in all, \$2.00; 2-year-old plants, 10 in all, \$3.50; Star size, 10 in all, \$6.50; with shipping charges paid by us, safe delivery guaranteed. Order as "Our Jeannette Heller Collection."

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Introduced
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